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AMERICAN RADIO

FALL 1988 REPORT

(Arbitron Rating Period: 22 September - 14 December)

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INTRODUCTION

This is the 14th year American Radio has been published. Your support of this work is sincerely appreciated. Please feel free to make comments or suggestions at any time. I can be reached at the following address:

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I strongly urge all of you (particularly new subscribers) to carefully read the definition pages at the beginning of Section B. This will help you to understand all of the information given in the individual Market Reports. However, if you have any questions, please feel free to call me. I figure that my time and my call back to you are part of the subscription price. Also, I always enjoy talking about American Radio.

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Every effort has been made to make this book as accurate as is humanly possible. However, we are responsible for errors only to the extent that subscribers will be notified if such action is justified.

Any corrections made by Arbitron to earlier published reports are included if they are received by 6 February 1989.

Work on this edition was completed on 14 February 1989. Mailing will begin on 20 February 1989. Working on such tight deadlines may cause production problems. If your copy is defective in any way, let me know and I will promptly mail another copy to you.

HIGHLIGHTS AND COMMENTS

FM SHARE

I guess it is fortunate that I did not make any pontifical pronouncements last Spring when the national FM share declined for the first time in 25 years or so. If I had, I would be eating my words today because the FM share appears to be growing again. The Fall 1988 share was 71.904% which is up from 70.605% in 1987. That represents a 1.840% annual growth rate. The growth rate for the previous year (Fall '86 to Fall '87) was 1.367%.

I believe we are seeing an "upward leveling" of FM shares. FM will grow but it will not be a straight line increase. Instead, it will feature some occasional brief declines as well as a general slowing of the upward trend. I still believe FM share will reach 80% by the mid-1990's. Remember that my work concerns commercial stations only. If the non-commercials were added to the mix, the FM share is probably around 75 or 76% already.

Lancaster had the highest FM share this Fall with 94.11%. Honolulu had the howest with 60.13%.

LISTENING LEVELS

Until this Fall, listening levels had generally been slowly declining since 1982. This year there was a rather sharp increase. The Average Person Rating was 17.09% which compares with 16.47% in Spring 1988 and 16.35% in the Fall of 1987. This is the greatest increase we have seen since 1982. Apparently the soft diary has had an impact on the reporting of listening. I sure would like to see some listening increases in years that Arbitron does not make methodological changes.

LEADING STATIONS

Once again, WHTZ is the most-listened-to station in the U.S. Stations in the top 100 making impressive gains include: WOR, WCBS-F, WXRK, WABC, KOST, WXEZ, WFAN, WEGX, KTWV, WJMK, WCKG, WSKQ, KMJQ, WKQX, WQCD, KSCS, WSB-F, KLVE, WODS, WDVE, WSOC, WTQR, and KZLA.

GROUP OWNERS

The following groups had the greatest percentage of "up" books based on Fall '87 to Fall '88 comparisons, 12+ Metro Share. They all had 66% or more of their stations enjoying up books:

American
Henry
Hoker
Home News
Inner City
Keymarket
King
Mediacomm
Newmarket
Nininger
Saga
Sconnix
Spanish Broadcasting

Hoker and Newmarket had up books at all of their stations.

These groups showed major gains in the group rankings:

Legacy
Jacor
Emmis
Shamrock (Disney)
Buckley
Booth/Genesis
Noble
Beasley
Fairmont
Mediacomm
Cox
Henry
Spanish Bdcst.
Heritage
Saga
Merv Griffin
Hoker

LEADING STATIONS BY FORMAT

	1/4 Hour Average	Metro Share
CHR/TOP 40	WHTZ-F - New York	WIOG-F - Saginaw
AOR	WXRK-F - New York	WCMF-F - Rochester
AC/SOFT/OLDIES	WLTW-F - New York	WAJI-F - Fort Wayne
BTFL/EZ	WPAT A/F - New York	WSWT-F - Peoria
BLACK/URBAN	WRKS-F - New York	WIKS-F - Greenville, NC
COUNTRY	WYNY-F - New York	WIVK A/F - Knoxville
NEWS/TALK	WOR - New York	KMOX - St. Louis
MOR/VARIETY	WCCO - Minneapolis	KFAB - Omaha
NOSTALGIA	WNEW - New York	WMID - Atlantic City
		WEYZ - Erie
HISPANIC	WSKQ - New York	KGBT - McAllen
RELIGION/GOSPEL	WWRL - New York	WDAC-F - Lancaster
CLASSICAL	WQXR-F - New York	KLEF-F - Anchorage
JAZZ/NEW AGE	KTWV-F - Sacramento	KQPT-F - Sacramento

GREATEST SHARE CHANGES

(Fall 87 to Fall 88)

Share Gainers

KKXX-F	Bakersfield	+11.9
WCKU-F	Lexington	+10.5
KEAG-F	Anchorage	+ 9.3
KOKA	Shreveport	+ 7.9
WRKR-F	Kalamazoo	+ 7.3

Share Losers

KRLB-F	Lubbock	-14.6
KIKX-F	Colorado Springs	-8.8
KGOT-F	Anchorage	- 7.6
WQXY-F	New Orleans	- 7.4

OTHER LEADERS

Cume Rating:	WIVK A/F	Knoxville
12+ TSA Cume:	WINS	New York
Metro Share:	WIVK A/F	Knoxville
Radio Reps:	Katz	
Group Owner:	Capital Cities/ABC	

FORMATS

The formats which have showed the most growth in the last year are Jazz/New Age (+36%), Classical (+11.8%), AC/Soft Rock/Oldies (+7.5%) and News/Talk (+9%). MOR/Variety, Black/Urban, and BTFL/EZ showed the largest decreases.

Arbitron's new diary methodology certainly had an impact but I can not be certain which formats were helped or hurt. The diary did help raise overall listening levels (see above).

There was one other change I noticed. Listening to "non-listed" stations increased sharply. In almost every market, the amount of listening to non-commercial stations grew and, in more than a few markets, it grew dramatically.

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Definitions, Clarifications and Explanations

Individual Market Reports for these markets in alphabetical order:

Akron
Albany-Schnectady
Albuquerque
Allentown-Beth
Anchorage
Appleton-Oshkosh
Atlanta
Atlantic City
Austin
Bakersfield

Baltimore
Baton Rouge
Beaumont
Birmingham
Boston
Bridgeport
Buffalo
Canton
Charleston, SC
Charlotte

Chattanooga
Chicago
Cincinnati
Cleveland
Colorado Springs
Columbia, SC
Columbus, OH
Corpus Christi
Dallas-Ft. Worth
Davenport-RI-Moline

Dayton
Daytona Beach
Denver
Des Moines
Detroit
El Paso
Erie
Eugene
Flint
Fort Wayne
Fresno

Grand Rapids
Greensboro-WS
Greenville-NB, NC
Greenville-Spart
Harrisburg
Hartford
Honolulu
Houston
Huntington, WV
Huntsville

Indianapolis
Jacksonville
JC-Kings-Bristol
Kalamazoo
Kansas City
Knoxville
Lancaster
Lansing
Las Vegas
Lexington

Little Rock
Los Angeles
Louisville
Lubbock
Madison
McAllen-Brown
Memphis
Miami-Ft. Lauderdale
Milwaukee
Minneapolis-St. Paul

Mobile
Modesto
Montgomery
Nashville
Nassau-Suffolk
New Haven
New Orleans
New York
Norfolk
Oklahoma City
Omaha

Orlando
Pensacola
Peoria
Philadelphia
Phoenix
Pittsburgh
Portland, ME
Portland, OR
Portsmouth/Dover NH
Providence

Raleigh
Reno
Richmond
Riverside-SB
Roanoke-Lynch
Rochester
Sacramento
Saginaw-BC
St. Louis
Salinas-Mont-SC

Salt Lake City
San Antonio
San Diego
San Francisco
San Jose
Seattle-Tacoma
Shreveport
Spokane
Springfield, MA
Stockton

Syracuse
Tampa-St. Pete
Toledo
Tucson
Tulsa
Washington
West Palm Beach
Wichita
Wilkes Barre-Scranton
Wilmington, DE
Worcester
York
Youngstown

METRO SHARE LEADERS AND MAJOR SHARE CHANGES

This table shows the 12+ Metro Share (6AM-MID, Mon-Sun) leaders for each rated market. Also listed are the stations in each market which had the largest gain in share or loss in share.

The period covered for the share changes is Fall 1987 to Fall 1988. I am convinced that year-to-year comparisons are more accurate and valid than "last book" comparisons.

MARKET	12+ LEADER/FORMAT	LARGEST SHARE GAINER	LARGEST SHARE LOSER
Akron	WMMS-F, 8.7, AOR	WNIR-F, +2.6, Talk	WKDD-F, -1.9, CHR
Albany-Schen-Troy	WROW-F, 10.7, BTFL	WVKZ-F, +2.3, CHR	WGY, -5.2, MOR
Albuquerque	KKOB-F, 12.0, AC	KKJY-F, +1.9, BTFL	KNMQ-F, -1.9, CHR
Allentown-Beth	WFMZ-F, 16.0, BTFL	WAEB-F, +3.2, CHR	WQQQ-F, -3.3, CHR
Anchorage	KGOT-F, 12.8, CHR	KEAG-F, +9.3, Oldies	KGOT-F, -7.6, CHR
Appleton-Osh	WIXX-F, 12.7, CHR	WMGV-F, +4.1, Contemp	WQWM, -3.2, Oldies
Atlanta	WSB-F, 10.4, AC	WSB-F, +3.5, AC	WQXI-A/F, -2.3, AC
Atlantic City	WAYV-F, 13.3, CHR	-----	-----
Austin	KASE-F, 14.9, Country	KLBJ-F, +2.3, AOR	KKMJ-F, -2.2, AC
Bakersfield	KUZZ-A//F, 18.0, Country	KKXX-F, +11.9, CHR	KUZZ-A/F, -6.1, Country
Baltimore	WLIF-F, 8.7, BTFL WXYV-F, 8.7, Urban	WWMX-F, +2.6, AC	WFBR, -2.1, Oldies
Baton Rouge	WYNK-A/F, 13.8, Country	KQXL-F, +3.2, Black	WTGE-F, -2.5, AOR
Beaumont	KAYD-F, 10.5, Country KHYS-F, 10.5, Black KYKR-F, 10.5, Country	KAYD-F, +3.7, Country	KZZB-F, -6.9, CHR
Birmingham	WZZK-A/F, 14.7, Country	WDJC-F, +1.9, Religion	WZZK-A/F, -2.4, Country
Boston	WBZ, 7.4, MOR	WODS-F, +2.3, Oldies	WBCN-F, -2.6, AOR
Bridgeport	WEZN-F, 14.7, BTFL	WEZN-F, +1.3, BTFL	WICC, -4.8, MOR
Buffalo-NF	WBEN, 10,8, MOR	WYRK-F, +3.7, Country	WHTT-F, -3.6, Classic Rock
Canton	WHBC-F, 12.8, BTFL	WRQK-F, +2.9, AOR	WHBC-F, -4.7, BTFL
Charleston, SC	WEZL-F, 11.5, Country	WZJY, +1.9, Gospel	WDXZ-F, -2.6, BTFL
Charlotte	WSOC-F, 15.6, Country	WCKZ-A/F, +5.2, Urban	WPEG-F, -4.3, Black
Chattanooga	WSKZ-F, 17.9, CHR	WJTT-F, +4.2, Black	WLMX-F, -5.7, AC
Chicago	WGN, 8.6, Talk	WKQX-F, +1.6, AC	WGCI-F, -1.3, Black
Cincinnati	WEBN-F, 10.7, AOR	WOFX-F, +2.7, Oldies	WKRC, -3.4, MOR/AC
Cleveland	WMMS-F, 9.6, AOR/CHR	WRMR, +4.4, Nost	WMMS-F, -2.9, AOR/CHR
Colorado Springs	KILO-F, 9.6, AOR	KKMG-F, +5.2, CHR	KIKX-F, -8.8, CHR
Columbia, SC	WCOS-F, 16.5, Country	WYYS-F, +3.4, CHR	WPRH-F, -3.6, CHR
Columbus, OH	WNCI-F, 12.4, CHR	WNCI-F, +2.6, CHR	WBNS-F, -2.8, BTFL
Corpus Christi	KOUL-F, 14.9, Country	KLTG-F, +3.1, AC	KUNO, -3.7, Hispanic
Dallas-Ft. Worth	KVIL-A/F, 8.3, AC	KSCS-F, +3.3, Country	KEGL-F, -1.7, CHR
Davenport-RI-Moline	WPXR-F, 16.9, CHR	WLLR-F, +4.2, Country	KIIK-F, -5.1, AC
Dayton	WTUE-F, 14.7, AOR	WVUD-F, +2.9, AC	WDAO, -2.6, Black
Daytona Beach	WWLV-F, 13.9, BTFL	WJHM-F, +6.3, Urban	WNFI-F, -4.4, CHR
Denver	KBCO-A/F, 8.3, AOR	KQKS-F, +3.1, CHR	KBPI, -2.0, AOR
Des Moines	KGGO-F, 14.9, AOR	KIOA, +3.1, AC	KJJY, -2.4, Country KDWZ-F, -2.4, CHR
Detroit	WJR, 10.8, MOR	WDFX-F, +3.0, CHR	WJR, -1.8, MOR
El Paso	KPRR-F, 12.0, CHR	KPRR-F, +5.9, CHR	KAMA, -4.3, Hispanic
Erie	WJET-F, 23.8, CHR	-----	-----
Eugene	KSND-F, 11.1, CHR	KZEL-F, +5.2, AOR	KUGN-F, -6.3, Country
Flint	WIOG-F, 20.2, CHR	WKMF, +1.4, Country	WJR, -3.0, MOR
Fort Wayne	WMEE-F, 28.8, CHR	WAJI-F, +3.1, AC	WQHK, -3.4, Country
Fresno	KMJ, 9.3, News/Talk	KFSO-F, +4.6, AC	KYNO-F, -2.6, CHR
Grand Rapids	WOOD-F, 8.7, BTFL WGRD-F, 8.7, CHR	WJFM-F, +5.7, Oldies	WLAV-F, -3.7, AOR
Greensboro-WS	WTQR-F, 16.8, Country	WTQR-F, +2.0, Country	WBIG-F, -3.1, Country
Greenville-NB, NC	WIKS-F, 19.6, Black	WZYC-F, +3.9, AOR	WIKS-F, -5.3, Black
Greenville-Spart.	WESC-F, 12.0, Country	WANS-F, +5.0, CHR	WHYZ, -2.4, Black
Harrisburg	WNNK-F, 20.8, CHR	WIMX-F, +2.7, AC WTPA-F, +2.7, AOR	WHP-F, -2.5, AC WCMB, -2.5, Oldies
Hartford	WTIC, 15.8, MOR	WWYZ-F, +3.6, Country	WTIC, -4.0, Country
Honolulu	KQMQ-A/F, 15.9, CHR	KMAI-F, +4.8, CHR	KXPW-F, -2.5, AC
Houston	KMJQ-F, 9.8, Black	KMJQ-F, +2.0, Black	KLAT, -1.8, Spanish
Huntington	WTCR-A/F, 30.3, Country	WAEZ-F, +2.3, BTFL	WKEE-F, -4.5, CHR
Huntsville	WZYP-F, 23.3, CHR	-----	-----
Indianapolis	WFBQ-F, 14.5, AOR	WPZZ-F, +1.7, Black WKLR-F, +1.7, Oldies	WFMS-F, -4.7, Country
Jacksonville	WAPE-F, 15.3, CHR	WPDQ-F, +2.7, Black	WAPE-F, -4.7, CHR
JC-Kings-Bristol	WQUT-F, 19.6, CHR	WTFM-F, +3.0, AC	WQUT-F, -4.5, CHR
Kalamazoo	WKFR-F, 17.3, CHR	WRKR-F, +7.3, Classic Rock	WKLQ-F, -4.0, CHR
Kansas City	WDAF, 11.0, Country	KXXR-F, +5.1, A[illegible]	KBEQ-F, -3.6, CHR
Knoxville	WIVK-A/F, 33.0 Country	WOKI-F, +3.0, CHR	WIVK-A//F, -1.9, Country
Lancaster	WLAN-F, 12.6, CHR	WARM-F, +2.1, AC	WLAN-F, -2.7, CHR
Lansing	WVIC-F, 19.2, CHR	WFMK-F, +2.2, AC	WITL-A/F, -3.4, Country
Las Vegas	KFMS-A/F, 11.4, Country	KKLZ-F, +3.3, Classic Rock	KLUC-F, -2.2, CHR
Lexington	WVLK-F, 18.3, Country	WCKU-F, +10.5, Black	WFMI-F, -4.9, CHR

MARKET	12+ LEADER/FORMAT	LARGEST SHARE GAINER	LARGEST SHARE LOSER
Little Rock	KSSN-F, 20.3, Country	KIPR-F, +6.7, Black	KWTD-F, -3.4, Black
Los Angeles	KPWR-F, 7.2, CHR	KTWV-F, +1.0, Jazz/NA	KLSX-F, -1.3, Classic AOR
Louisville	WAMZ-F, 17.2, Country	WAMZ-F, +2.9, Country	WRKA-F, -1.6, AC
Lubbock	KLLL-F, 20.4, Country	KLLL-F, +5.8, Country KZII-F, +5.8, CHR	KRLB-F, -14.6, CHR
Madison	WZEE-F, 18.8, CHR	WMLI-F, +3.7, AC	WMGN-F, -5.4, AC
McAllen-Brown	KBFM-F, 18.6, CHR	KBFM-F, +4.6, CHR	KRGE, -4.3, Oldies
Memphis	WHRK-F, 17.0, Black	WHRK-F, +3.0, Black	KRNB-F, -2.3, Black
Miami-Ft. Lauderdale	WLYF-F, 7.0, BTFL	WHQT-F, +2.3, Urban/CHR	WQBA, -1.6, Hispanic
Milwaukee	WTMJ, 13.0, MOR	WLZR-F, +3.7, AOR	WQFM-F, -2.8, AOR
Minneapolis-St. Paul	WCCO, 16.9, MOR	WLTE-F, +2.2, AC	KJJO-F, -2.9, AOR
Mobile	WKSJ-F, 17.6, Country	WMML, +2.3, Black	WBLX-F, -5.4, Black
Modesto	KBEE-F, 11.9, BTFL	KLOC, +3.3, Hispanic	KSJQ-F, -4.5, Urban
Montgomery	WLWI-F, 18.1, Country	-----	-----
Nashville	WYHY-F, 10.3, CHR	WRMX-F, +1.8, AC	WKDF-F, +1.8, AOR
Nassau-Suffolk	WALK-F, 6.3, AC	WKJY-F, +2.1, AC	WHLI, -1.7, Nostalgia
New Haven	WKCI-F, 11.7, CHR	WWYZ-F, +2.7, Country	WPLR-F, -3.2, AOR
New Orleans	WQUE-A/F, 14.5, Urban	WLMG-F, +3.6, AC	WQXY-F, -7.4, Country
New York	WHTZ-F, 5.6, CHR	WFAN, +1.1, Sports Talk	WPAT-A/F, -1.1, BTFL WWPR-F, -1.1, CHR
Norfolk	WNOR-A/F, 9.0, AOR	WLTY-F, +2.5, AC	WNVZ-F, -2.0, CHR
Oklahoma City	KXXY-A/F, 13.9, Country	KKNG-F, +2.6, BTFL	KEBC-F, -1.8, Country
Omaha	KFAB, 17.2, MOR	KQKQ-F, +2.7, CHR KOIL, +2.7, Oldies	KFAB, -5.1, MOR
Orlando	WWKA-F, 11.9, Country	WOCL-F, +4.1, Oldies	WORL, -4.1, Black
Pensacola	WBLX-F, 12.7, Black	WBLX-F, +2.3, Black	WOWW-F, -1.8, Country
Peoria	WSWT-F, 16.9, BTFL	WSWT-F, +1.4, BTFL	WIRL, -2.5, AC
Philadelphia	WEGX-F, 7.9, CHR	WEGX-F, +3.1, CHR	WEAZ-F, -1.8, EZ
Phoenix	KNIX-A/F, 14.0, Country	KTAR, +2.0, News/Talk	KMEO-A/F, -3.5, BTFL
Pittsburgh	KDKA, 13.4, MOR	WWSW-F, +2.7, Oldies	WBZZ-F, -2.9, Oldies
Portland, ME	WPOR-F, 14.7, Country	WWGT-F, +4.9, CHR	WTHT-F, -6.6, CHR
Portland, OR	KKRZ-F, 8.2, CHR	KZRC, +2.6, AOR	KGW, -2.8, AC
Portsmouth-Dover	WOKQ-F, 11.3, Country	WHEB-F, +4.0, AOR	WBZ, -2.9, MOR
Providence	WPRO-F, 12.8, CHR	WWKX-F, +1.8, Urban (?)	WLKW-F, -2.4, BTFL
Raleigh	WRDU-F, 10.5, AOR	WRDU-F, +4.0, AOR	WRAL-F, -3.1, AC
Reno	KODS-F, 11.3, Oldies	KODS-F, +4.3, Oldies	KRZQ-F, -2.7, AOR
Richmond	WRVQ-F, 13.0, CHR	WCDX-F, +6.6, Black	WPLZ-F, -4.0, Black
Riverside-SB	KDUO-F, 8.0, BTFL	KDIF, +1.1, Hispanic KRSO, +1.1, News/Talk	KQLH-F, -2.0, AC
Roanoke-Lynch	WXLK-F, 20.6, CHR	WSLQ-F, +2.0, AC	WXLK-F, -2.1, CHR
Rochester	WCMF-F, 17.1, AOR	WCMF-F, +3.4, AOR	WZSH-F, -2.1, BTFL
Sacramento	KFBK, 8.8, News	KQPT-F, +5.9, Jazz	KCTC-F, -3.1, BTFL
Saginaw-BC	WIOG-F, 30.1, CHR	WKCQ-F, +3.8, Country	WSGW, -4.2, MOR
St. Louis	KMOX, 17.1, Talk	KSD-F, +3.0, Classic Rock	KMOX, -5.0, Talk
Salinas-Mont-SC	KDON-F, 8.7, CHR	KPIG-F, +3.2, Country	KBAY-F, -3.6, BTFL
Salt Lake City	KSFI-F, 10.0, BTFL	KJQN-F, +3.2, AOR	KSPO-A/F, -2.6, Country
San Antonio	KCYY-F, 10.3, Country	KCYY-F, +5.9, Country	KISS-F, -3.2, AOR
San Diego	KKLQ-A/F, 9.5, CHR	KKYY-F, +1.0, AC	KJQY-F, -2.3, BTFL
San Francisco	KGO, 8.3, News/Talk	KKHI-A/F, +1.7, Classical	KSOL-F, -1.9, Black
San Jose	KGO, 8.0, News/Talk	KEZR-F, +1.9, AC KSJO-F, +1.9, AOR	KWSS-F, -2.8, CHR
Seattle-Tacoma	KIRO, 11.0, News/Talk	KUBE-F, +1.8, CHR	KRPM-A/F, -1.8, Country
Shreveport	KRMD-A/F, 17.6, Country	KOKA, +7.9, Gospel	KDKS-F, -4.0, Black
Spokane	KZZU-F, 14.8, CHR	KISC-F, +2.6, AC	KKPL-F, -2.3, AC
Springfield, MA	WHYN-F, 10.3, AC	WWYZ-F, +2.2, Country	WMAS, -3.6, Nostalgia
Stockton	KRAK, 9.1, Country	KRAK, +3.5, Country	KSJQ-F, -5.0, CHR
Syracuse	WSYR, 14.2, MOR	WSYR, +2.4, MOR	WEZG-F, -3.0, BTFL
Tampa-St. Pete	WRBQ-F, 15.5, CHR	WDUV-F, +3.2, BTFL	WTKN, -2.8, Talk
Toledo	WIOT-F, 12.2, AOR	WRQN-F, +3.8, CHR	WMHE-F, -6.4, CHR
Tucson	KRQQ-F, 18.0, CHR	KIIM-F, +3.1, CHR	KJYK-F, -6.6, EZ/AC
Tulsa	KMOD-F, 14.4, AOR	KVOO-F, +2.6, Country	KWEN-F, -4.4, Country
Washington	WMZQ-A/F, 7.1, Country	WPGC-F, +1.1, CHR/Urban WXTR-F, +1.1, Oldies	WWDC-F, -1.4, AOR
West Palm Beach	WEAT-A/F, 16.7, BTFL	WEAT-A/F, +3.8, BTFL	WMXQ-F, -3.0, AC
Wichita	KKRD-F, 13.8, CHR	KZSN-F, +1.6, Country	KFH, -2.8, Country
WB-Scranton	WKRZ-F, 13.0, CHR	WSGD, +2.2, AC	WEJL, -3.0, Nostalgia
Wilmington	WMMR-F, 9.7, AOR	WMMR-F, +2.8, AOR	WJBR-F, -2.3, AC
Worcester	WSRS-F, 13.8, BTFL	WAAF-F, +1.2, AOR WZLX-F, +1.2, Classic Rock	WXLO-F, -1.9, AC
York	WYCR-F, 12.1, CHR	WYCR-F, +4.9, CHR	WQXA-F, -3.7, CHR
Youngstown	WHOT-A/F, 14.0, CHR	WNCD-F, +5.4, AOR	WHOT-A/F, -2.8, CHR

STATION TRADING ACTIVITY

(11 August 88 - 5 February 89)

Below are the major station sales made in rated markets of interest. Remember that these are announced sales and these transactions may not have closed. (E) = estimate.

STATION	MARKET	GROUP OWNERS	PRICE	BROKER
WZIP	Daytona Beach		$ 250,000	(Chapman)
WCMC, WZXL-F	Wildwood (Atl. City)	Sold to Ragan Henry	4,350,000	(Chapman)
WHRS, WFMI-F	Winchester (Lexington)	Sold to Premier	3,300,000	(Blackburn)
WRFX-F	Kannapolis (Charlotte)	From Metroplex to Pyramid	15,400,000	(Stevens)
WCRT	Birmingham		300,000	
KIWI-F	Bakersfield		340,000	
WGTO	Cy. Gardens (Lakeland)		1,500,000	(Clark)
KNMQ-F	Santa Fee (Albuquerque)	Sold to Sun Media	2,300,000	
WLTB-F, WVOK	Birmingham	Sold to Dick	6,650,000	
WOAD	Jackson, MS	Sold to Holt	450,000	
WOKJ	Jackson, MS	Sold by Holt	100,000	
WDOT	Burlington, VT	Sold to Metro Management	1,000,000	(Schutz)
WRCC-F	Cape Coral, FL (Ft. Myers)	Sold to CR	5,500,000	(Clark)
WEVD-F	New York	Sold to Spanish Broadcast	42,000,000(E)	
WGMS-A/F	Washington	Sold by RKO	33,900,000	
KKHT-F	Houston	From Malrite to Emmis	24,000,000	(Stevens)
KYOU-F	Greeley, CO	From Surrey to All Pro	5,500,000	(Kalil)
WKGN	Knoxville		150,000	
WKMC, WHPA-F	Hollidaysburg (Altoona)		1,300,000	
KRKR	Lafayette, LA		150,000	
WRKS-F	New York	From RKO to Summit	50,000,000	
KRTH-A/F	Los Angeles	From RKO to Beasley	86,600,000	
WAGQ-F	Athens, GA		15,260,000	
KIEZ-F	Santa Paula (Oxnard)		1,500,000	(MVP)
WNNR	Hamden (New Haven)		300,000	
WCCF, WQLM-F	Punta Gorda, FL	Sold to Gulf Atlantic	3,100,000	(Marshall)
KFH	Wichita	Sold to Mid Continent	800,000	
WDVT	Philadephia	Sold to Willis	525,000	(Gammon & Ninowski)
WETB	Johnson City, Tn		444,000	
WOR	New York	From RKO to Buckley	24,000,000	
KJET, KZOK-F	Seattle	From SRO to Adams	$10,300,000	
KDKO, KHIH-F	Denver/Boulder	From SRO to Adams	5,950,000	
WBZN-A/F	Milwaukee/Racine	From SRO to Adams	3,000,000	
			$19,250,000	(Fischer)
WSBR	Boca Raton		1,350,000	
WSOY-A/F	Decatur, IL	From Trumper to Pinnacle	8,435,000	(Americom)
KBLG	Billings	Sold to Sunbrook	360,000	
WKAP	Allentown	Sold to Holt	1,100,000	
KEZA-F	Fayette-Ft. Smith, AR		2,600,000	(MVP)
KTOU-F	Provo		940,000	(Hagan-Feldman)
KOKA	Shreveport		230,000	
WLIN-F	Jackson, MS		2,400,000	(Chapman)
KLDZ-F	Lincoln	Sold to Ron Kompff	2,400,000	(Richards)
WVAM, WPRR-F	Altoona		1,600,000	
KHVN, KDLZ-F	Dallas	From Earl Graves to Gilmore	14,000,000	(Blackburn)
KTPK-F	Topeka		3,000,000	
WSPR	Springfield, MA		1,250,000	
KLTE-F	Oklahoma City	From Mel Wheeler to Entercom	4,150,000	(Richards)
KKUL	Portland, OR		225,000	
WBZN-A/F	Racine (Milwaukee)	From Adams to Channel One	3,00,000	(Mahlman)
WAXY-F	Miami	From RKO to Evergreen	24,000,000	
WICI, WBWB-F	Bloomington, IN		3,000,000	
WIKS-F	Green-NB, NC	Sold by Joyner	4,500,000	(Richards)
WPVA, WKHK-F	Col. Heights (Richmond)	From Brill to ABS	7,000,000	(Blackburn)
WMOO, WBLX-F	Mobile	From Beasley to Paul Major	10,000,000	(Raymond)
WKTC-F	Tarboro, NC	Sold to Osborn	3,800,000	
WAZU-F	Spring (Dayton)	Sold to Osborn	3,700,000	(Crisler)
KIIZ, KIXS-F	Killeen, TX	Sold to Radioactivity	3,000,000	(Chapman/Thoben)
WROV	Roanoke	Sold to Joyner	250,000	
WTTN, WMLW-F	Watertown, WI	Sold to Joyner	2,000,000	(Sherwood/Atkinson)
KMAX-F	Los Angeles	Sold by Universal	$16,000,000	
KEST	San Francisco	Sold by Universal	7,000,000(E)	
			$23,000,000	(Grandy)
KYOS, KMYT-F	Merced (Fresno)	Sold to Hoyt	$1,775,000	(Exline)

STATION	MARKET	GROUP OWNERS	PRICE	BROKER
KKNG-F	Oklahoma City	From New City to Wilks-Schwartz	3,400,000	(Blackburn)
WPLT, WKRZ-F	WB/Scranton	From Osborn to Keymarket	12,000,000	(Mahlman)
KXDC-A/F	Monterey	Sold by Woods	2,650,000	(Blackburn)
WRGI-F	Naples, FL	Sold to Hartstone & Dickstein	4,200,000	
WJLK-A/F	Asbury Park, NJ	From Press to Devlin	12,500,000	(Schutz)
WQIM-F	Prattville (Montgomery)	From Downs to Central Life	3,000,000	(Raymond)
WCBM	Baltimore		1,775,000	
WPLB-AF	Greenville (Grand Rapids)	Sold to Goodrich	2,800,000	(MVP)
KTOZ-F	Marsh (Spring, MO)	Sold to Borders	1,000,000	(Peterson)
KGBX	Springfield, MO	Sold to Borders (Auction)	155,000	
WBUD, WKXW-F	Trenton	Sold to Press Broadcasting	8,000,000	
KSTE-F	Corpus Christi		2,300,000	(Marshall)
WXXX-F	Burlington	Sold to Atlantic Ventures	3,750,000	
KDKO	Denver	Sold by Adams	900,000	(Fischer)
WQIX, WNSL-F	Laurel, MS		3,000,000	(MVP)
WHIM	Providence		700,000	
WTGE	Baton Rouge		450,000	
KBSR-A/F	Hardin, MT		550,000	
WWJ/WJOI-F	Detroit	From Federal to CBS	58,000,000	(Mahlman)
WOMP-A/F	Wheeling	Sold to Baum	5,000,000	(Foreman)
WMDO	Wheaton (Washington)	Sold by Lotus	1,000,000	
WUSS	Atlantic City		350,000	
KOFR-F	Odessa	Donated by Family Stations		
KATI, KGRQ-F	Casper		350,000	
KWKI-F	Big Spring, TX		325,000	
WFYR-F	Chicago	From RKO to Summit	21,000,000	
WRIE	Erie	Auctioned to Burbach	230,000	
WEEX/WQQQ-F	Allen-Beth	From Wilks-Schwartz to Roth	10,100,000	(Americom)
WGST	Atlanta	From Jacor to Focus on Family	2,300,000	(Blackburn)
WHYL-A/F	Carl/Harris, PA	Sold by Mid Atlantic	1,700,000	(Blackburn)
WVEZ-A/F	Louisville	From Griffin to Wilks-Schwartz	6,500,000	(Blackburn)
KKNG-F	Oklahoma City	From New City to Wilks-Schwartz	3,500,000	(Blackburn)
WXRI-F	Norfolk	From CBN to WIN/ML	5,000,000	(Richards)
WHDH	Boston	From Sconnix to WNEV-TV	14,000,000	(Stevens)
KFAC-F	Los Angeles	Sold to Evergreen	55,00,000	(Blackburn)
KBPI	Denver	Sold by Sandusky	2,000,000	
KNIR, KDEA-F	New Ib (Lafayette, LA)		2,450,000	
WNJR	Newark, NJ		4,100,000	
KUNO	Corpus Christi	80% sold by Tichenor	1,200,000	
WTKO, WQNY-F	Ithaca		3,400,000	(Americom)
KEYV-F	Las Vegas	Sold to Nemesis	$ 4,400,000	
KEYF-AF	Spokane (Cheney)	Sold to Nemesis	1,300,000	
KEYW-F	Richland, WA	Sold to Nemesis	800,000	
			$ 6,500,000	(Montcalm)
WICC	Bridgeport	From Tribune Co. To WIN/ML	6,250,000	
WNTR	Silver Sp (Wash)	Sold to CBN	1,600,000	
WQMI-A/F	Portsmouth, NH	Sold to Sunshine Group	1,000,000	
KOKE	Austin	Sold to Keymarket	400,000	
KXOK/KLTH-F	St. Louis	Sold to Frischling	6,500,000	(LaRue)
KWYD-F	Security (Colo. Spgs.)		1,060,000	(Thompson)
WILS-A/F	Lansing	Sold to MacDonald	1,900,000	
WCLI, WZKZ-F	Corning, NY		2,050,000	(Chapman
WHBQ	Memphis	Sold by RKO	750,000	
WNLC, WTYD-F	New London, CT	Sold by Drubner	5,200,00	(Mahlman)
WBMD, WQSR-F	Baltimore	Sold to Sconnix	23,00,000	(Richards)
WTVL-A/F	Waterville, ME		1,290,000	(Blackburn)
KWZD-F	Abilene		1,300,000	(MVP)
KROD, KLAQ-F	El Paso	Sold by ABS to Devlin	5,000,000	(Blackburn)
WMJY-F	Long Branch, NJ	Sold to Kelly	3,650,000	(Americom)
KOSI/KEZW	Denver	Sold by Westinghouse	15,500,000	(Americom)
WRQN-F	Bowl Green (Toledo)	Sold to ABS	2,685,000	(Blackburn)
KODM-F	Odessa, TX	Sold to Devlin	3,450,000	(Blackburn)
WHJJ/WHJY-F	Providence	From Federal to Griffin	$27,500,000	
WVEZ-A/F	Louisville	From Federal to Griffin	6,500,000	
			$34,000,000	(Blackburn)
WWAZ/WWLI-F	Providence	From Eastern to Zimmerman	$16,500,000	
WEST/WLEV-F	Allentown	From Eastern to Zimmerman	9,000,000	
WRKZ-F	Hershey (Harrisburg)	From Eastern to Zimmerman	12,000,000	
WRSC/WQWK	State College, PA	From Eastern to Zimmerman	8,200,000	
WTAD/WQCY-F	Quincy, IL	From Eastern to Zimmerman	5,000,000	
WCVS/WFMB-F	Springfield, IL	From Eastern to Zimmerman	4,250,000	
			$65,000,000	(Blackburn)

STATION	MARKET	GROUP OWNERS	PRICE	BROKER
KBLU, KTTI-F	Yuma	From Tenore to UNO	$ 1,050,000(E)	
KOLE, KKMY-F	Beaumont	From Tenore to UNO	1,500,000(E)	
			$ 2,550,000	(Blackburn)
WATV	Birmingham		400,000	
WPDB	Atlanta	Sold to Jacor	4,300,000	
WRRX, WFFX-F	Tuscaloosa	From Target to Arrow		
KLIO-F	Clinton (Quad Cities)	From Target to Arrow		
KHUM-F	Ottawa (Topeka)	From Target to Arrow		
WFRG-A/F	Utica-Rome	From Target to Arrow		
KZBB-F	Porteau, OK (Ft. Smith)	From Target to Arrow		
WZOQ-F	Wapakoneta, OH	From Target to Arrow		
			$12,500,000	
WGBR, WEQR-F	Goldsboro, NC	Sold to Voyager	3,200,000	
WUNO, WFID-F	San Juan	Sold to ML/WIN	6,000,000(E)	
KYOK	Houston	From All Pro to Noble	2,500,000	
WJYR-F	Myrtle Beach, SC	Sold to Hirsch	2,200,000	(Raymond)
WIOQ-F	Philadelphia	From Outlet to EZ	19,150,00	(Stevens)
WFDF, WDZZ-F	Flint		6,500,000	(Chesley Maddox)
WITL-A/F	Lansing	Sold by Midwest Family	10,220,000	
WLKK	Erie		283,000	
KKRD-F	Wichita	From Osborn to Sherman	6,000,000	
WAAV-AM	Wilmington, NC	Sold by Cape Fear	400,000	
KKXL-A/F	Grand Forks		1,345,000	
KIQQ-F	Los Angeles	From Outlet to Westwood One	56,000,000	(Stevens)
WBOS-F	Boston	From Sconnix to Ackerly	19,300,000	(Stevens)
KIIQ, KHIT-F	Reno	Sold by Olympia	2,500,000	
WELP, WLWZ-F	Easley (Greenville, SC)	Sold to Voyager	2,600,000	(Whittle)
KROY-F	Sacramento	From Commonwealth to Great American	11,800,000	(MVP)
KMZQ-F	Las Vegas	From Olympia to Commonwealth	6,700,00	(MVP)
KRZY, KRST-F	Albuquerque	From Wagontrain to Commonwealth	8,100,000	(MVP)
WZFM-F	Briarcliff, NY	Sold by Sage	5,00,000	(Hepburn)
KIKI, KMAI-F	Honolulu	From Parker to Henry	3,350,000	(Stromquist)
WWCK-A/F	Flint	Sold by Reams	2,400,000	(Crisler)

AMERICA'S LEADING STATIONS - 12+ METRO SHARE*

	STATION	MARKET	SHARE	FORMAT	GROUP OWNER	ESTIMATED 1988 REVENUE
1.	WIVK-A/F	Knoxville	33.0	Country	Dick	$ 5,200,000
2.	WTCR-A/F	Huntington, WV	30.3	Country	CRB	1,800,000
3.	WIOG-F	Saginaw	30.1	CHR	Booth/Genesis	3,500,000
4.	WMEE-F	Fort Wayne	28.8	CHR	Federated	3,400,000
5.	WJET-F	Erie	23.8	CHR	Myron Jones	1,250,000
6.	WZYP-F	Huntsville, AL	23.3	CHR		2,000,000
7.	WNNK-F	Harrisburg, PA	20.8	CHR	Keymarket	4,800,000
8.	WXLK-F	Roanoke	20.6	CHR	Coleman	3,600,000
9.	KLLL-F	Lubbock	20.4	Country	Pinnacle	1,700,000
10.	KSSN-F	Little Rock	20.3	Country	Southern Skies	3,700,000
11.	WQUT-F	JC-Kingsport	19.6	CHR	Bloomington	2,100,000
	WIXS-F	Greenville, NC	19.6	Black	Joyner	NA
13.	WVIC-F	Lansing	19.2	CHR	Goodrich	3,000,000
14.	WZEE-F	Madison	18.8	CHR	Midcontinent	2,300,000
15.	KBFM-F	McAllen-Brown	18.6	CHR	Encore	1,400,000
16.	WAJI-F	Fort Wayne	18.3	AC	Sarkes-Tarzian	2,200,000
	WVLK-F	Lexington	18.3	Country	Bluegrass	2,400,000
18.	WKEE-F	Huntington	18.2	CHR		1,700,000
19.	WLWI-F	Montgomery	18.1	Country	Colonial	2,700,000
20.	KUZZ-A/F	Bakersfield	18.0	Country	Buck Owens	2,700,000
21.	WSKZ-F	Chattanooga	17.9	CHR	Bloomington	2,400,000
22.	KGBT	McAllen-Brown	17.7	Hispanic	Tichenor	1,900,000
23.	KRMD-A/F	Shreveport	17.6	Country	AmCom	1,900,000
	WXBQ-F	JC-Kingsport	17.6	Country	Nininger	1,600,000
	WKSJ-F	Mobile	17.6	Country	Capitol-Johnson	3,800,000
26.	WXKC-F	Erie	17.3	AC		1,600,000
	WKFR-F	Kalamazoo	17.3	CHR		2,400,000
28.	WAMZ-F	Louisville	17.2	Country	Clear Channel	3,800,000
	KFAB	Omaha	17.2	MOR	Henry	4,800,000
30.	WCMF-F	Rochester	17.1	AOR	Stoner	4,400,000
	KMOX	St. Louis	17.1	Country	CBS	20,500,000
32.	WHRK-F	Memphis	17.0	Black	Mediacomm	4,000,000
33.	WCCO	Minneapolis	16.9	MOR		20,000,000
34.	WTQR-F	Greensboro-WS	16.8	Country	Summit	4,400,000
35.	WEAT-A/F	West Palm Beach	16.7	BTFL/EZ	Taylor	2,800,000
36.	WCOS-F	Columbia, SC	16.5	Country	Audubon	2,900,000
37.	WFMZ-F	Allentown-Beth	16.0	BTFL/EZ		1,600,000
38.	KQMQ-F	Honolulu	15.9	CHR		2,700,000
39.	WTIC	Hartford	15.8	MOR	Chase	10,000,000
40.	KRLB-F	Lubbock	15.7	CHR	Dowe	2,800,000
41.	WSOC-F	Charlotte	15.6	Country	Cox	5,200,000
42.	WRBQ-F	Tampa	15.5	CHR	Edens	18,500,000
43.	WAPE-F	Jacksonville	15.3	CHR	Evergreen	4,300,000
44.	WWDM-F	Columbia, SC	15.2	Black		2,100,000
45.	WHAS	Louisville	15.0	MOR	Clear Channel	6,000,000
	WRNS-F	Greenville, NC	15.0	Country	Beasley	NA

*Based on 1/4 HR AVG, Metro Share, Broadcast Week, 12+

NATIONAL FM SHARE*

FAL 88 71.904%

SPG 88	71.376%		
FAL 87	70.605%	FAL 81	58.651%
SPG 87	71.835%	SPG 81	57.353%
FAL 86	69.655%	OCT/NOV 80	56.116%
SPG 86	68.791%	APR/MAY 80	54.254%
FAL 85	67.109%	OCT/NOV 79	53.627%
SPG 85	66.549%	APR/MAY 79	50.887%
FAL 84	65.032%	OCT/NOV 78	50.698%
SPG 84	64.290%	APR/MAY 78	47.638%
FAL 83	63.058%	OCT/NOV 77	46.501%
SPG 83	62.291%	APR/MAY 77	44.428%
FAL 82	60.571%	OCT/NOV 76	43.818%
SPG 82	58.870%	APR/MAY 76	40.886%

*Based on MSA, 1/4 HR AVG, 12+, Broadcast Week. All stations reported by Arbitron are included.

FM GROWTH RATE

OCT/NOV 76 TO OCT/NOV 77:	6.123%
OCT/NOV 77 TO OCT/NOV 78:	9.026%
OCT/NOV 78 TO OCT/NOV 79:	5.756%
OCT/NOV 79 TO OCT/NOV 80:	4.641%
OCT/NOV 80 TO OCT/NOV 81:	4.512%
FAL 81 TO FAL 82:	3.274%
FAL 82 TO FAL 83:	4.106%
FAL 83 TO FAL 84:	3.127%
FAL 84 TO FAL 85:	3.194%
FAL 85 TO FAL 86:	3.794%
FAL 86 TO FAL 87:	1.367%
FAL 87 TO FAL 88:	1.840%

AMERICA'S 500 MOST-LISTENED-TO RADIO STATIONS*

STATION		MARKET	1/4 HOUR AVG.	FORMAT	GROUP OWNER	FAL '87 RANK	ESTIMATED 1988 REVENUE
1.	WHTZ-F	New York	1553	CHR	Malrite	2	$ 20,500,000
2.	WOR	New York	1425	Talk	RKO	7	17,400,000
3.	WPAT A/F	New York	1403	BTFL	Park	1	12,500,000
4.	WLTW-F	New York	1313	AC	Viacom	8	19,300,000
5.	WCBS-F	New York	1285	Oldies	CBS	13	17,900,000
6.	KPWR-F	Los Angeles	1234	CHR/Urban	Emmis	9	24,500,000
7.	WGN	Chicago	1217	Talk/Variety	Tribune Co.	10	33,300,000
8.	WINS	New York	1209	News	Westinghouse	4	22,500,000
9.	WRKS-F	New York	1170	Black	RKO	6	12,600,000
10.	KIIS-F	Los Angeles	1144	CHR	Gannett	5	29,000,000
11.	WCBS	New York	1135	News	CBS	14	18,000,000
12.	WQHT-F	New York	1117	CHR/Urban	Emmis	12	12,000,000
13.	WXRK-F	New York	1060	Classic Rock	Infinity	21	14,400,000
14.	WWPR-F	New York	1042	CHR	Cap Cities/ABC	3	16.000,000
15.	WABC	New York	1025	Talk	Cap Cities/ABC	33	13,400,000
16.	KOST-F	Los Angeles	1002	AC	Cox	26	23,000,000
17.	WBLS-F	New York	985	Black	Inner City	11	13,600,000
18.	KABC	Los Angeles	929	Talk	Cap Cities/ABC	17	33,000,000
19.	WNEW-F	New York	926	AOR	Legacy	18	16,100,000
20.	WNSR-F	New York	862	AC	Bonneville	25	13,100,000
21.	WYNY-F	New York	850	Country	Westwood One	28	9,000,000
22.	KGO	San Francisco	828	Talk	Cap Cities/ABC	27	19,500,000
23.	WGCI-F	Chicago	826	Black	Gannett	15	17,800,000
24.	WCCO	Minneapolis	824	MOR	--	19	20,000,000
25.	KJOI-F	Los Angeles	820	BTFL	Command	34	10,400,000
26.	WMMR-F	Philadelphia	815	AOR	Legacy	23	14,900,000
27.	WBBM	Chicago	796	News	CBS	22	19,000,000
28.	KLOS-F	Los Angeles	791	AOR	Cap Cities/ABC	24	17,300,000
29.	WJR	Detroit	784	MOR	Cap Cities/ABC	15	20,000,000
30	WXEZ-A/F	Chicago	760	BTFL	Century	40	9,500,000
31.	KRTH-F	Los Angeles	746	Oldies	RKO	30	21,300,000
32.	KMOX	St. Louis	725	Talk	CBS	20	20,500,000
33.	KNX	Los Angeles	724	News	CBS	36	18,800,000
34.	WUSL-F	Philadelphia	721	Black	Tak	32	9,700,000
35.	WFAN	New York	697	Talk	Emmis	122	10,600,000
36.	WEGX-F	Philadelphia	683	CHR	Malrite	78	7,000,000
37.	KTWV-F	Los Angeles	642	Jazz/NA	Legacy	85	11,300,000
38.	KBIG-F	Los Angeles	627	AC	Bonneville	31	14,300,000
39.	KROQ-F	Los Angeles	609	AOR	Infinity	38	13,500,000
40.	WBZ	Boston	572	MOR	Westinghouse	45	12,000,000
41.	WJMK-F	Chicago	570	Oldies	Infinity	118	9,400,000
42.	KDKA	Pittsburgh	569	MOR	Westinghouse	41	9,000,000
43.	WEAZ-F	Philadelphia	555	BTFL/EZ	--	29	7,500,000
44.	WNEW	New York	550	Nostalgia	Westwood One	44	7,400,000
45.	KYW	Philadelphia	549	News	Westinghouse	37	14,000,000
	WLUP-F	Chicago	549	AOR	Evergreen	47	13,000,000
47.	WRBQ-F	Tampa	548	CHR	Edens	48	18,500,000
	WBAP	Dallas	548	Country	Cap Cities/ABC	56	10,800,000
49.	WCKG-F	Chicago	546	AOR	Cox	83	7,000,000
50.	WSKQ	New York	534	Hispanic	SBS	161	NA
51.	WYTZ-F	Chicago	527	CHR	Cap Cities/ABC	59	6,300,000
52.	WVAZ-F	Chicago	522	Black	Bdcst Partners	46	5,000,000
53.	KMJQ-F	Houston	519	Black	Noble	83	10,500,000
54.	KFWB	Los Angeles	518	News	Westinghouse	35	15,500,000
55.	WYSP-F	Philadelphia	514	Classic Rock	Infinity	55	7,300,000
	KIQQ-F	Los Angeles	514	AC	Westwood One	57	9,200,000
57.	WADO	New York	513	Hispanic	--	39	NA
58.	WKQX-F	Chicago	511	AC	Emmis	168	5,900,000
59.	WQCD-F	New York	502	Jazz	Tribune Co.	93	4,500,000
60.	KMEL-F	San Francisco	497	CHR	Century	80	8,800,000
61.	KSHE-F	St. Louis	493	AOR	Emmis	58	7,700,000
62.	KCBS	San Francisco	490	News/Talk	CBS	49	14,500,000
63.	KSCS-F	Dallas-FW	487	Country	Cap Cities/ABC	248	6,900,000
64.	WRKO	Boston	477	Talk	RKO	67	9,000,000
65.	WSB-F	Atlanta	474	AC	Cox	183	10,700,000
66.	KVIL-A/F	Dallas	473	AC	Infinity	53	19,000,000
67.	KLVE-F	Los Angeles	468	Hispanic	Heftel	96	7,500,000
68.	WDAF	Kansas City	464	Country	Great American	72	5,300,000
69.	KKDA-F	Dallas	463	Black	--	63	10,100,000
70.	KTNQ	Los Angeles	462	Hispanic	Heftel	65	9,600,000

	STATION	MARKET	1/4 HOUR AVG.	FORMAT	GROUP OWNER	FAL '87 RANK	ESTIMATED 1988 REVENUE
71.	KZLA-F	Los Angeles	461	Country	Malrite	114	13,000,000 (w/KLAC)
72.	WIVK-A/F	Knoxville	457	Country	Dick	61	5,200,000
73.	WQXR-F	New York	452	Classical	NY Times	98	8,000,000
	WMMS-F	Cleveland	452	AOR	Malrite	52	8,600,000
75.	WJLB-F	Detroit	447	Black	Booth/Genesis	42	10,200,000
76.	WKSZ-F	Philadelphia	446	AC	--	53	8,500,000
77.	KNIX-A/F	Phoenix	445	Country	Buck Owens	50	11,600,000
78.	WFBQ-F	Indianapolis	443	AOR	Great American	87	8,200,000
79.	WODS-F	Boston	435	Oldies	CBS	231	5,000,000
80.	WWDB-F	Philadelphia	431	Talk	Panache	68	3,900,000
81.	WIOG-F	Saginaw	429	CHR	Booth/Genesis	77	3,500,000
82.	WXTU-F	Philadelphia	423	Country	Beasley	107	5,700,000
	KABL-A/F	San Francisco	423	BTFL/EZ	Shamrock	94	6,600,000
84.	KPLX-F	Dallas-FW	422	Country	Susquehanna	69	11,000,000
85.	WZOU-F	Boston	421	CHR	Ardman	90	5,800,000
86.	WDVE-F	Pittsburgh	416	AOR	Great American	138	4,700,000
87.	KKBQ-A/F	Houston	414	CHR	Gannett	108	8,000,000
88.	WMZQ-A/F	Washington	413	Country	Viacom	63	13,100,000
89.	WPEN	Philadelphia	410	Nostalgia	Greater Media	103	6,300,000
90.	KIKK-F	Houston	408	Country	Viacom	62	12,000,000
	WBBM-F	Chicago	408	CHR	CBS	60	6,000,000
92.	WKDM	New York	406	Hispanic	United	154	NA
	WLAK-F	Chicago	406	AC	Viacom	74	10,500,000
94.	KIRO	Seattle	404	News/Talk	Bonneville	85	18,200,000
95.	WMGK-F	Philadephia	403	AC	Greater Media	76	8,300,000
96.	WSOC-F	Charlotte	400	Country	Cox	132	5,200,000
97.	KRLD	Dallas	398	News	Command	100	12,500,000
98.	WXKS-F	Boston	397	CHR	Pyramid	73	14,900,000
99.	WTQR-F	Greens-WS	393	Country	Newmarket	138	4,400,000
100.	KLSX-F	Los Angeles	392	Classic Rock	Greater Media	43	17,900,000
	WCLR-F	Chicago	392	AC	Bonneville	116	8,400,000

102.	KMPC	LA	390
103.	WZLX-F	Boston	388
104.	WKLS-F	Atlanta	386
105.	WBZZ-F	Pitt	385
106.	WUSN-F	Chicago	383
107.	WWKA-F	Orlando	382
108.	WLYF-F	Miami	380
	KJLH-F	LA	380
110.	WNCN-F	NY	376
111.	WAPW-F	Atlanta	375
112.	WBCN-F	Boston	372
113.	WLUP	Chicago	370
114.	KSTP-F	Minn	365
115.	WTIC	Hartford	364
116.	WKHX-F	Atlanta	361
117.	WYAY-F	Atlanta	360
118.	WPCH-F	Atlanta	359
119.	WJIB-F	Boston	358
	WHDH	Boston	358
	WGAY-F	Wash	358
	WLIB	NY	358
123.	WWRM-F	Tampa	354
	KTRH	Houston	354
	KOIT-A/F	SanFran	354
126.	WZZK-A/F	Birm	352
127.	WSHH-F	Pitt	348
	WVEE-F	Atlanta	348
129.	KQRS-A/F	Minn	347
130.	WSNI-F	Phil	346
131.	KRBE-F	Houston	345
132.	WDFX-F	Detroit	339
	WPGC-F	Wash	339
	WYNF-F	Tampa	339
	WEAT-A/F	W.PlmBch	339
136.	KEZK-F	St.Louis	335
137.	WKYS-F	Wash	334
138.	KIOI-F	SanFran	333
139.	WWJ	Detroit	332
	KODA-F	Houston	332

	WLTF-F	Cleve	332
142.	WNIC-F	Detroit	331
143.	KFI	LA	330
144.	KEGL-F	Dallas	329
	KFRC	SanFran	329
	WTMJ	Milw	329
147.	WPRO-F	Prov	326
148.	WAMZ-F	Louisvl	322
	WNCI-F	ColumOH	322
	WEAT-A/F	Miami	322
151.	WQYK-A/F	Tampa	321
152.	WLIF-F	Balt	319
153.	KKLQ-A/F	SanDiego	317
154.	WDUV-F	Tampa	314
	KUBE-F	Seattle	314
156.	WTIC-F	Hartford	313
	KMEZ-A/F	Dallas	313
158.	WSB	Atlanta	312
	WXYV-F	Balt	312
	WSSH-F	Boston	312
161.	WJOI-F	Detroit	309
162.	WEZN-F	NY	306
163.	WXRT-F	Chicago	305
	WJJD	Chicago	305
165.	WNUA-F	Chicago	304
	WMAL	Wash	304
167.	WWDC-F	Wash	302
	WLS	Chicago	302
	WWWW-F	Detroit	302
170.	WHRK-F	Memphis	301
171.	WRCH-F	Hartford	297
	KHYI-F	Dallas	297
173.	KLOL-F	Houston	296
	WHQT-F	Miami	296
	WCZY-F	Detroit	296
	WQUE-A/F	NewOrl	296
177.	WRQX-F	Wash	293
	KMEO-A/F	Phoenix	293
179.	KFAC-F	LA	292
180.	WWSW-F	Pitt	291

181.	WXLK-F	RoanokeL	289
182.	KILT-F	Houston	288
183.	WCAU	Phila	286
	WLTE-F	Minn	286
	WMEE-F	Ft.Wayne	286
186.	WOMC-F	Detroit	281
187.	WQAL-F	Cleve	280
188.	WALK-F	NY	279
189.	WCMF-F	Roch	278
	KSD-F	St.Louis	278
	KNAC-F	LA	278
192.	WSM-F	Milw	275
	WSM-F	Nash	275
	KFAB	Omaha	275
195.	WFOX-F	Atlanta	273
	WCXR-F	Wash	273
197.	WEEI	Boston	272
198.	KZZP-F	Phoenix	269
	WIOD	Miami	269
	KDWB-F	Minn	269
201.	WDOK-F	Cleve	268
202.	WIBC	Indy	267
	WHLI	NY	267
	WMXJ-F	Miami	267
205.	WWRL	NY	266
	WZGC-F	Atlanta	266
207.	WIP	Phila	265
	WHUR-F	Wash	265
209.	KEEY-F	Minn	264
210.	WALK-F	Nassau-S	263
	WDAS-F	Phila	263
212.	WZAK-F	Cleve	262
213.	WPOC-F	Balt	260
214.	WWMX-F	Balt	259
	WESC-F	GreenSP	259
216.	KSSN-F	Ltl Rock	258
217.	WHUD-F	NY	257
	KCMO	KC	257
	WRIF-F	Detroit	257
220.	WIL-F	St.Louis	256

221.	WDRC-F	Hartford	255
	KITS-F	SanFran	255
	KLXK-F	Minn	255
	KTAR	Phoenix	255
225.	WLLZ-F	Detroit	254
	WMJI-F	Cleve	254
227.	KNBR	SanFran	253
	WSSP-F	Orlando	253
	WBSB-F	Balt	253
230.	KRQR-F	SanFran	250
	CKLW	Detroit	250
	WLOL-F	Minn	250
	KDFC-A/F	SanFran	250
234.	WROR-F	Boston	249
235.	KNX-F	LA	248
236.	KKHI-A/F	SanFran	246
237.	WOGL-F	Phila	243
238.	KSOL-F	SanFran	242
	KLOU-F	St.Louis	242
	WHAS	Louisvl	242
	KBLX-A/F	SanFran	242
242.	WHYT-F	Detroit	241
	WYHY-F	Nash	241
	WNCX-F	Cleve	241
245.	WJIT	NY	239
	WKTI-F	Milw	239
247.	WIOQ-F	Phila	238
	WYNK-A/F	Baton R	238
249.	WZPL-F	Indy	237
250.	WPOW-F	Miami	236
251.	WHJY-F	Prov	235
	KFMK-F	Houston	235
253.	KMJM-F	St.Louis	234
254.	KGB-F	S.Diego	233
255.	WHYI-F	Miami	232
	KPLZ-F	Seattle	232
	KMPS-A/F	Seattle	232
	WTUE-F	Dayton	232
259.	WCSX-F	Detroit	231
	KTXQ-F	Dallas	231

261.	KRLA	LA	230
262.	WRAL-F	Ral-Dur	229
263.	WFYR-F	Chicago	228
	KACE-F	LA	228
265.	WBAB-F	NY	227
266.	WWDM-F	Colmb SC	225
	KKSF-F	SanFran	225
268.	WAPE-F	Jackson	224
	KCYY-F	SanAnton	224
	WJQY-F	Miami	224
	WEZB-F	New Orl	224
	WLTJ-F	Pitt	224
273.	WXTZ-F	Indy	223
274.	WTOP	Wash	222
275.	WBAL	Balt	221
276.	KWKW	LA	220
	WQDR-F	Ral-Dur	220
278.	WDSY-F	Pitt	219
	WMJX-F	Boston	219
	WYRK-F	Buffalo	219
	WFLN-F	Phila	219
282.	KOMO	Seattle	217
	KXYQ-F	Port OR	217
	WBJW-A/F	Orlando	217
	WOCL-F	Orlando	217
	WOKI-F	Knoxvle	217
	WCMQ-F	Miami	217
288.	WLVK-F	Charlot	216
	WSKZ-F	Chatt	216
290.	KASE-F	Austin	215
	WLKS-F	Prov	215
	WLKW-F	Prov	215
	WSTF-F	Orlando	215
294.	WKSG-F	Detroit	214
	KPRC	Houston	214
	KDAY	LA	214
297.	KUPD-F	Phoenix	213
298.	WVLK-F	Lexingtn	212
299.	KXXY-A/F	Ok City	211
	WWWE	Cleve	211
	WHO	D.Moines	211
302.	KFMB-F	S.Diego	210
303.	KFBK	Sacramen	209
	WSSL-A/F	Green SP	209
305.	KSDO	S.Diego	208
306.	WMAQ	Chicago	207
	KLUV-F	Dallas	207
	KJQY-F	S.Diego	207
309.	KRAK-F	Sacramen	206
310.	WMJJ-F	Birming	205
	WWL	New Orl	205
	WKLH-F	Milw	205
	WRMR	Cleve	205
	WRVQ-F	Richmond	205
315.	WFMS-F	Indy	204
316.	WXYT	Detroit	203
	KFKF-A/F	KC	203
	WLVQ-F	ColumbOH	203
319.	WNWS	Miami	202
	WKIS-F	Miami	202
	KBAY-F	SanFran	202
322.	WEDR-F	Miami	201
	KLIF	Dallas	201
324.	WCMS-A/F	Norfolk	200
	WKDF-F	Nashvle	200
	WBEN	Buffalo	200
	WKDF-F	Milw	200
	WBAB-F	Nassau-S	200
329.	WSNY-F	ColumbOH	199
	KSON-F	S.Diego	199
	WMC-F	Memphis	199
	WNOR-F	Norfolk	199
	WCKZ-A/F	Charl	199
	WLTT-F	Wash	199
335.	KKHT-F	Houston	198
	KLTR-F	Houston	198
	WRDU-F	Ral-Dur	198
338.	WJYE-F	Buffalo	197
	KZFX-F	Houston	197
	WAQI	Miami	197
	WKZI-F	NewHaven	197
342.	WNNK-F	Harris	196
	WNNK-F	York	196
	KMOD-F	Tulsa	196
	KSKQ	LA	196
346.	WKLR-F	Indy	195
347.	WGAR-F	Cleve	194
	KDUO-F	River-SB	194
	KLAC	LA	194
350.	WQBA	Miami	193
	WIKS-F	Grnv-Nb	193
	WXTR-F	Wash	193
353.	WHTX-F	Pitt	192
	KYYS-F	KC	192
	WFMZ-F	Allentwn	192
	KBAY-F	San Jose	192
	WCOS-F	Colmb SC	192
358.	WPYX-F	Albany	191
	WLVE-F	Miami	191
360.	WGTZ-F	Dayton	190
	KSAN-F	SanFran	190
	WMIL-F	Milw	190
	KSFI-F	Salt Lke	190
364.	WANS-F	Green-SP	189
	KRMD-A/F	Shreve	189
	WZEE-F	Madison	189
	KXL-F	Port OR	189
368.	KYKY-F	St.Louis	188
	KRQQ-F	Tucson	188
370.	KQUE-F	Houston	187
371.	KFOG-F	Norfolk	186
372.	WEZW-F	Mil	185
	WTAE	Pitt	185
374.	KQMQ-A/F	Honolulu	184
	KJYO-F	Ok City	184
	WKSE-F	Buffalo	184
	WQXI-A/F	Atlanta	184
378.	WYLD-F	New Orl	183
	WPXY-A/F	Roch	183
380.	KBRD-F	Seattle	182
	KRTH	LA	182
	WAPI-F	Birming	182
	WGKX-F	Memphis	182
384.	WQIK-F	Jackson	181
	WHOT-A/F	Youngst	181
	KKGO-F	LA	181
	WAMO-F	Pitt	181
	WPEG	Charlot	181
	KKLT-F	Phoenix	181
	WFLA	Tampa	181
	WAXY-F	Miami	181
392.	WTVN	ColumbOH	180
	WSIX-F	Nash	180
	WNIB-F	Chicago	180
	WPHR-F	Cleve	180
396.	WBUF-F	Buffalo	179
	KXRX-F	Seattle	179
	WNVZ-F	Norfolk	179
	WINZ	Miami	179
400.	KXXX-F	SanFran	178
	WASH-F	Wash	178
	KFMB	S.Diego	178
403.	KKRZ-F	Port OR	177
	KSFO	SanFran	177
405.	KJJO-F	Minn	176
	KBEQ-F	KC	176
407.	WUSY-F	Chatt	175
	KOJO-F	Dallas	175
	WGY	Albany	175
410.	WHCN-F	Hartfrd	174
	WFLZ-F	Tampa	174
	WMYU-F	Knoxvle	174
413.	WBLI-F	NY	173
	WIYY-F	Balt	173
	KCTC-F	Sacra	173
	KKAT-F	SaltLke	173
	WIOG-F	Flint	173
	WEZN-F	NewHav	173
419.	WGTR-F	Miami	172
	WHLY-F	Orlando	172
421.	WVON	Chicago	171
	WFMT-F	Chicago	171
	WHIO-F	Dayton	171
	WUSA-F	Tampa	171
	WOWI-F	Norfolk	171
	WQMG-F	Grns-WS	171
427.	WMJQ-F	Buffalo	170
	KISW-F	Seattle	170
	XTRA-F	S.Diego	170
	WFME-F	NY	170
	WDRE-F	NY	170
432.	WWYZ-F	Hart	169
	WZYP-F	Huntsv	169
	KQZY-F	Dallas	169
435.	WRNS-F	Grnv-NB	168
	KBFM-F	McBrown	168
	WIOF-F	Hart	168
	WDJX-F	Louis	168
	KEZO-A/F	Omaha	168
	WQUT-F	JhnsnCty	168
441.	WBLI-F	Nass-S	167
	KMBR-F	KC	167
	WXBQ-F	JhnsnCty	167
444.	KATT-F	Ok City	166
	KRTH-F	Riv-SB	166
	KIXI	Seattle	166
447.	WJHM-F	Orlando	165
	WBEE-F	Roch	165
	WYYY-F	Syracse	165
	WIMZ-F	Knox	165
451.	WRMF-F	WPlmBch	164
452.	WENN-F	Birming	163
	WSNE-F	Prov	163
	WRLX-F	Char	163
	WBNS-F	Col OH	163
	WSNE-F	Prov	163
	WDCG-F	Ral-Dur	163
	WGNA-F	Albany	163
459.	WSPA-F	GreenSC	162
	WRFX-F	Char	162
	WTMI-F	Miami	162
	WVRA	Richmnd	162
	WHQT-F	WPlmBch	162
464.	WQMF-F	Louis	161
	WENS-F	Indy	161
	KGGI-F	Riv-SB	161
	KFOG-F	SanFran	161
	WLZR-F	Milw	161
	WLTI-F	Detriot	161
	KOAI-F	Dallas	161
	WROQ-F	Char	161
472.	KGBT	McBrown	160
	KINK-F	Port OR	160
	KZPS-F	Dallas	160
	WPXR-F	Davnpt	160
476.	WVIC-F	Lansing	159
477.	KQXT-F	S.Anton	158
	WNCE-F	York	158
	KKNG-F	Ok City	158
	WNCE-F	Harris	158
	WGR-F	Buffalo	158
	KOY-F	Phoenix	158
	WFYV-F	Jackson	158
	WTCR-A/F	Hntg WV	158
485.	WRKZ-F	Harris	157
	WRXL-F	Richmnd	157
	WKJY-F	NY	157
488.	KBSG-F	Seattle	156
	WABB-F	Mobile	156
	WROW-F	Albany	156
491.	KKCW-F	Port OR	155
	WMYG-F	Pitt	155
	WKRZ-F	WlksBar	155
494.	WLTY-F	Norfolk	154
	WIOT-F	Toledo	154
	WDIZ-F	Orlando	154
	WQOK-F	Ral-Dur	154
	WBTU-F	FtWayne	154
499.	WWLI-F	Prov	153
	KZEW-F	Dallas	153
	WKSS-F	Hart	153
	WJAS	Pitt	153

AMERICA'S LEADING STATIONS - 12+ TSA CUME*

1.	WINS	NY	28391
2.	WHTZ-F	NY	25282
3.	WCBS	NY	22697
4.	KIIS-F	LA	20843
5.	WWPR-F	NY	20701
6.	WPAT A/F	NY	19103
7.	KPWR-F	LA	18883
8.	WCBS-F	NY	18405
9.	WOR	NY	17245
10.	WGN	Chi	17213
11.	WSRK-F	NY	16602
12.	WLTW-F	NY	16176
13.	KOST-F	LA	15626
14.	WABC	NY	15342
15.	WRKS-F	NY	15265
16.	WQHT-F	NY	15198
17.	KLOS-F	LA	15121
18.	WBLS-F	NY	14829
19.	WBBM	Chi	14689
20.	KRTH-F	LA	14673
21.	WNEW-F	NY	14538
22.	WNSR-F	NY	14392
23.	WFAN	NY	14217
24.	KABC	LA	12639
25.	KYW	Phil	12440
26.	KFWB	LA	12374
27.	KGO	SF	12343
28.	WYNY-F	NY	12064
29.	WMMR-F	Phil	11976
30.	WJR	Det	11451
31.	WBBM-F	Chi	10730
32.	KBIG-F	LA	10383
33.	WCCO	Minn	10381
34.	WJMK-F	Chi	10337
35.	KCBS	SF	10280
36.	WYTZ-F	Chi	10126
37.	KROQ-F	LA	9959
38.	WEGX-F	Phil	9741
39.	WGCI-F	Chi	9650
40.	KTWV-F	LA	9606
41.	WKQX-F	Chi	9524
42.	KJOI-F	LA	9467
43.	WYSP-F	Phil	9398
44.	WLUP-F	Chi	9219
45.	KIQQ-F	LA	8845
46.	WNEW	NY	8802
47.	WXEZ A/F	Chi	8650
48.	KMOX	St. L	8497
49.	WCKG-F	Chi	8484
50.	WEAZ-F	Phil	8339
51.	KMPC	LA	8126
52.	KLSX-F	LA	8053
53.	KRLD	Dallas	8025
54.	WVAZ-F	Chi	7796
55.	KDKA	Pitt	7786
56.	WNCN-F	NY	7776
57.	WUSL-F	Phil	7660
58.	WXKS-F	Bos	7403
59.	KMEL-F	SF	7389
60.	WQXR-F	NY	7335
61.	WQCD-F	NY	7335
62.	WBAP	Dallas	7324
63.	WCLR-F	Chi	7166
64.	WLAK-F	Chi	7152
65.	WBZ	Bos	7027
66.	KKBQ A/F	Hou	6997
67.	WZOU-F	Bos	6953
68.	KIRO	Seatt	6904
69.	WBCN-F	Bos	6668
70.	WODS-F	Bos	6631
71.	KFI	LA	6629
72.	KOIT A/F	SF	6588
73.	WKSZ-F	Phil	6509
74.	WMMS-F	Cleve	6397
75.	KRBE-F	Hou	6393
76.	WCZY-F	Det	6357
77.	WRQX-F	Wash	6300
78.	WHYT-F	Det	6292
79.	WRBQ-F	Tampa	6274
80.	WFYR-F	Chi	6272
81.	KTRH	Hous	6255
82.	WSNI-F	Phil	6129
83.	WLS	Chi	6121
84.	KSCS-F	Dallas	6106
85.	WWDC-F	Wash	6101
86.	WAVA-F	Wash	6064
87.	KIOI-F	SF	6055
88.	WMGK-F	Phil	6048
89.	WSB-F	Atl	6034
90.	WBZZ-F	Pitt	5993
91.	KZLA-F	LA	5925
92.	KEGL-F	Dallas	5919
93.	WCAU	Phil	5845
94.	KIKK-F	Hous	5823
95.	WRIF-F	Det	5795
96.	KLVE-F	LA	5794
97.	WWJ	Det	5652
98.	KFAC-F	LA	5634
99.	WMAQ	Chi	5632
100.	WRKO	Bos	5615
101.	WUSN-F	Chi	5595
102.	WDFX-F	Det	5592
103.	KNX-F	LA	5586
104.	WDVE-F	Pitt	5553
105.	KABL A/F	SF	5518
106.	WMZA A/F	Wash	5515
107.	WXTU-F	Phil	5491
108.	WLLZ-F	Det	5463
109.	KVIL A/F	Dal	5457
110.	KSHE-F	St. Lou	5439
111.	WHDH	Boston	5422
112.	WNIC-F	Det	5381
113.	WTIC-F	Hart	5367
114.	KQRS A/F	Minn	5345
115.	WDAF	KC	5332
116.	WEEI	Boston	5324
117.	KJLH-F	LA	5322
118.	WTOP	Wash	5314
119.	WJLB-F	Det	5288
120.	WMAL	Wash	5261
121.	WFBQ-F	Indy	5256
122.	KUBE-F	Sea	5242
123.	WIP	Phil	5231
124.	KPLX-F	Dallas	5229
125.	KDWB-F	Minn	5150
126.	WOGL-F	Phil	5140
127.	WZLX-F	Boston	5120
128.	KKDA-F	Dallas	5070
129.	WADO	NY	5056
130.	WLOL-F	Minn	5034
131.	WSSH-F	Boston	5014
132.	KHYI-F	Dallas	5013
133.	WWDB-F	Phil	4997
134.	KTNQ	LA	4972
135.	WKLS-F	Atl	4969
136.	WHYI-F	Miami	4965
137.	WSKQ	NY	4948
138.	KNIX A/F	Phoe	4945
139.	WSB	Atl	4925
140.	WROR-F	Boston	4871
141.	WPGC-F	Wash	4868
142.	KODA-F	Houston	4838
143.	WLUP	Chi	4756
144.	KSTP-F	Minn	4752
145.	WEZN-F	NY	4705
146.	WGAY-F	Wash	4690
147.	WLTF-F	Cleve	4673
148.	KILT-F	Hou	4665
149.	KMJQ-F	Hou	4639
150.	WCXR-F	Wash	4637

*Based on 12+ TSA Cume, Broadcast Week.

151.	KSOL-F	SF	4577
152.	WXRT-F	Chi	4568
153.	KFRC	SF	4543
154.	WZGC-F	Atl	4534
155.	WIVK A/F	Knox	4497
156.	WFOX-F	Atl	4492
157.	WCSX-F	Det	4490
158.	WLTE-F	Minn	4485
159.	KLOL-F	Hou	4465
160.	WTIC	Hart	4463
161.	WAPW-F	Atl	4449
162.	KSFO	SF	4442
163.	WPRO-F	Prov	4426
164.	WIOD	Miami	4409
165.	WWWW-F	Det	4396
166.	KLOU-F	St. Lou	4383
167.	WIOG-F	Sag/BC	4373
168.	WAAF-F	Boston	4364
169.	WPCH-F	Atl	4362
170.	WWWE	Cleve	4339
171.	WSOC-F	Char	4325
172.	WYAY-F	Atl	4295
173.	WHQT-F	Miami	4288
174.	WDOK-F	Cleve	4281
175.	WMJI-F	Cleve	4281
176.	WHUR-F	Wash	4280
177.	KZZP-F	Phoe	4278
178.	WNCI-F	Col,O	4275
179.	WWSW-F	Pitts	4260
180.	WKTI-F	Milw	4257
181.	WOMC-F	Det	4255
182.	WBJW A/F	Orl	4248
183.	WPEN	Phil	4242
184.	WJIB-F	Boston	4235
185.	WWRM-F	Tampa	4219
186.	WNUA-F	Chi	4217
187.	WBSB-F	Balt	4215
188.	WMCA	NY	4210
189.	KACE-F	LA	4196
190.	KRQR-F	SF	4177
191.	WTMJ	Milw	4165
192.	WVEE-F	Atl	4162
193.	WIOO-F	Phil	4161
194.	KBLX A/F	SF	4153
195.	WLYF-F	Miami	4108
196.	WKHX-F	Atl	4101
197.	KPLZ-F	Seat	4098
198.	KEZK-F	St. Lou	4084
199.	WMJX-F	Boston	4069
200.	WDAS-F	Phil	4061
201.	KXXX-F	SF	4059
202.	KKLQ A/F	SD	4056
203.	KFMB-F	SD	4028
204.	KTXQ-F	Dallas	4026
205.	KOMO	Sea	4014
206.	WMXJ-F	Miami	3985
207.	WJOI-F	Det	3982
208.	WKYS-F	Wash	3978
209.	KRLA	LA	3955
210.	WWKA-F	Orl	3942
211.	KFAB	Omaha	3878
212.	WSHH-F	Pitt	3843
213.	WZZK A/F	Birm	3836
214.	KTAR	Phoe	3808
215.	CKLW	Det	3806
216.	KLXK-F	Minn	3799
217.	KNBR	SF	3793
218.	WQXI A/F	Atl	3780
219.	WBAB-F	NY	3776
220.	WYNF-F	Tampa	3772
221.	WLIB	NY	3770
222.	KSD-F	St.Lou	3724
223.	WHUD-F	NY	3719
224.	WJJD	Chi	3706
225.	KLAC	LA	3704
226.	WTQR-F	Gr/WS	3688
227.	WKDM	NY	3680
228.	KITS-F	SF	3673
229.	WEZB-F	N. Orl	3672
230.	KMEZ A/F	Dal	3650
231.	KRTH	LA	3646
232.	KLTR-F	Hou	3646
233.	WQUE A/F	N. Orl	3641
234.	WBAL	Balt	3609
235.	WALK-F	NY	3609
236.	KNAC-F	LA	3604
237.	WPOW-F	Miami	3598
238.	KKGO-F	LA	3597
239.	WZPL-F	Indy	3591
240.	KEEY-F	Minn	3573
241.	KDFC A/F	SF	3565
242.	WWMX-F	Balt	3549
243.	WLIF-F	Balt	3543
244.	WAMZ-F	Louis	3499
245.	KLUV-F	Dallas	3492
246.	WTAE	Pitts	3460
247.	KCMO	KC	3454
248.	KKSF-F	SF	3445
249.	WLTT-F	Wash	3417
250.	WQAL-F	Cleve	3402
251.	KZEW-F	Dallas	3389
252.	WFMT-F	Chi	3387
253.	WEAT A/F	W.PIB	3378
254.	WRCH-F	Hart	3378
255.	WXTR-F	Wash	3369
256.	WDRC-F	Hart	3360
257.	KSAN-F	SF	3358
258.	WBEN	Buff	3354
259.	WYHY-F	Nash	3346
260.	WXYV-F	Balt	3343
261.	KBEQ-F	KC	3333
262.	KGB-F	SD	3329
263.	KYA-F	SF	3328
264.	WHAS	Louis	3320
265.	KDAY	LA	3319
266.	WNCX-F	Cleve	3315
267.	WIL-F	St. Lou	3315
268.	KPRC	Hou	3295
269.	WDUV-F	Tampa	3279
270.	WXLK-F	Roan-L	3279
271.	KJJO-F	Minn	3276
272.	WRAL-F	Ral-Dur	3273
273.	WPHR-F	Cleve	3261
274.	KKHI A/F	SF	3260
275.	WAXY-F	Miami	3252
276.	WASH-F	Wash	3250
277.	KZFX-F	Hou	3234
278.	WSM-F	Nash	3212
279.	WBLI-F	NY	3198
280.	WKBQ-F	St. Lou	3184
281.	WWL	New Orl	3184
282.	WPOC-F	Balt	3176
283.	KKHT-F	Hou	3160
284.	XTRA-F	SD	3137
285.	WFLN-F	Phil	3123
286.	WSTF-F	Orl	3108
287.	WOKI-F	Knox	3089
288.	WQYK A/F	Tampa	3077
289.	KXYQ-F	Port O	3076
290.	WKSS-F	Hart	3052
291.	KBAY-F	SF	3047
292.	KMPS A/F	Sea	3047
293.	WFME-F	NY	3038
294.	WBCY-F	Char	3013
295.	WGAR-F	Cleve	3007
296.	KFMK-F	Hou	3006
297.	KMEO A/F	Phoe	2987
298.	WIBC	Indy	2879
299.	WCMQ-F	Miami	2170

AMERICA'S LEADING STATIONS BY FORMAT*

1/4 HOUR AVERAGE

CHR/TOP 40/CONTEMP (+200)

1.	WHTZ-F	NY	1553
2.	KPWR-F	LA	1234
3.	KIIS-F	LA	1144
4.	WQHT-F	NY	1117
5.	WWPR-F	NY	1042
6.	WEGX-F	Phila	683
7.	WRBQ-F	Tampa	548
8.	WYTZ-F	Chicago	527
9.	KMEL-A/F	SanFran	497
10.	WIOG-F	Sag BC	429
11.	WZOU-F	Boston	421
12.	KKBQ-A/F	Houston	414
13.	WBBM-F	Chicago	408
14.	WXKS-F	Boston	397
15.	WBZZ-F	Pitt	385
16.	WAPW-F	Atlanta	375
17.	KRBE-F	Houston	345
18.	WDFX-F	Detroit	339
	WPGC-F	Wash	339
20.	KEGL-F	Dallas	329
21.	WNCI-F	Col OH	322
22.	KKLQ-A/F	S.Diego	317
23.	KUBD-F	Seattle	314
24.	WTIC-F	Hart	313
25.	KHYI-F	Dallas	297
26.	WCZY-F	Detroit	296
27.	WRQX-F	Wash	293
28.	WXLK-F	Roanoke	289
29.	WMEE-F	FtWayne	286
30.	KDWB-F	Minn	269
	KZZP-F	Phoenix	269
32.	WZGC-F	Atlanta	266
33.	WAVA-F	Wash	264
34.	WKRQ-F	Cinci	262
35.	WBSB-F	Balt	253
36.	WLOL-F	Minn	250
37.	WYHY-F	Nashvle	241
	WHYT-F	Detroit	241
39.	WKTI-F	Milw	239
40.	WZPL-F	Indy	237
41.	WHYI-F	Miami	232
	KPLZ-F	Seattle	232
43.	KITS-F	SanFran	225
44.	WEZB-F	New Orl	224
	WAPE-F	Jackson	224
46.	KXYQ-F	Port OR	217
	WBJW-A/F	Orlando	217
	WOKI-F	Knoxvle	217
49.	WSKZ-F	Chatt	216
50.	WFMB-F	S.Diego	210
51.	WRVQ-F	Rich	205

AOR/CLASSIC (+180)

1.	WXRK-F	NY	1060
2.	WNEW-F	NY	926
3.	WMMR-F	Phila	815
4.	KLOS-F	LA	791
5.	KROQ-F	LA	609
6.	WLUP-F	Chicago	549
7.	WCKG-F	Chicago	546
8.	WYSP-F	Phila	514
9.	KSHE-F	St.Louis	493
10.	WMMS-F	Cleve	452
11.	WFBQ-F	Indy	443
12.	WDVE-F	Pitt	416
13.	KLSX-F	LA	392
14.	WZLX-F	Boston	388
15.	WKLS-F	Atlanta	386
16.	WBCN-F	Boston	372
17.	KQRS-A/F	Minn	347
18.	WYNF-F	Tampa	339
19.	WXRT-F	Chicago	305
20.	WWDC-F	Wash	302
21.	KLOL-F	Houston	296
22.	WEBN-F	Cinci	290
23.	WAAF-F	Bstn/Wor	282
24.	WCMF-F	Roch	278
	KNAC-F	LA	278
	KSD-F	St.Louis	278
27.	WCXR-F	Wash	273
28.	KBCO-A/F	Denver	263
29.	WRIF-F	Detroit	257
30.	WLLZ-F	Detroit	254
31.	KRQR-F	SF	250
32.	KNX-F	LA	248
33.	WNCX-F	Cleve	241
34.	KGB-F	S.Diego	233
35.	WCSX-F	Detroit	231
	KTXQ-F	Dallas	231
37.	WBAB-F	Long Is	227
38.	KUPD-F	Phoenix	213
39.	WKLH-F	Milw	205
40.	WLVQ-F	Col OH	203
41.	WKDF-F	Nashvle	200
42.	KAZY-F	Denver	199
	WNOR-A/F	Norfolk	199
44.	WRDU-F	Raleigh	198
45.	KZFX-F	Houston	197
46.	KMOD-F	Tulsa	196
47.	KYYS-F	Kan Cty	192
48.	KPYX-F	Albany	191

AC/SOFT ROCK/OLDIES (+180)

1.	WLTW-F	NY	1313
2.	WCBS-F	NY	1285
3.	KOST-F	LA	1002
4.	WNSR-F	NY	862
5.	KRTH-F	LA	746
6.	KBIG-F	LA	627
7.	WJMK-F	Chicago	570
8.	KIQQ-F	LA	514
9.	WKQX-F	Chicago	511
10.	KVIL-A/F	Dallas	473
11.	WKSZ-F	Phila	446
12.	WODS-F	Boston	435
13.	WLAK-F	Chicago	406
14.	WMGK-F	Phila	403
15.	WCLR-F	Chicago	392
16.	KSTP-F	Minn	365
17.	KOIT-F	SanFran	354
18.	WSNI-F	Phila	346
19.	KIOI-F	SanFran	333
20.	WLTF-F	Cleve	332
21.	WNIC-F	Detroit	331
22.	WXTR-F	Wash	312
23.	WLS	Chicago	302
24.	WWSW-F	Pitt	291
25.	WLTE-F	Minn	286
26.	WOMC-F	Detroit	281
27.	WALK A/F	Long Is	279
28.	WDOK-F	Cleve	268
29.	WMXJ-F	Miami	267
30.	WWMX-F	Balt	259
31.	KLXK-F	Minn	255
	WDRC-F	Hart	255
33.	WMJI-F	Cleve	254
34.	WROR-F	Boston	249
35.	WOGL-F	Phila	243
36.	WIOQ-F	Phil	238
37.	KFMK	Houston	235
38.	KXKL-F	Denver	233
39.	KRLA	LA	230
40.	WRAL-F	Raleigh	229
41.	WFYR-F	Chicago	228
42.	WLTJ-F	Pitt	224
	WJQY-F	Miami	224
44.	WMJX-F	Boston	219
45.	WOCL-F	Orlando	217
46.	WSTF-F	Orlando	215
47.	WKSG-F	Detroit	214
48.	KLUV-F	Dallas	207
49.	WMJJ-F	Birm	205
50.	WSNY-F	Col OH	199
	WLTT-F	Wash	199
52.	KLTR-F	Houston	198
	KKHT-F	Houston	198
54.	WKLR-F	Indy	195
55.	WHTX-F	Pitt	192
56.	WLVE-F	Miami	191
57.	KYKY-F	St.Louis	188
58.	WVBF-F	Boston	185
59.	KRTH	LA	182
60.	WAXY-F	Miami	181

MOR/VARIETY (+90)

1.	WCCO	Minn	824
2.	WJR	Detroit	784
3.	WBZ	Boston	572
4.	KDKA	Pitt	564
5.	WTIC	Hart	364
6.	WTMJ	Milw	329
7.	WSB	Atlanta	312
8.	WMAL	Wash	304
9.	KFAB	Omaha	275
10.	WIBC	Indy	267
11.	KNBR	SanFran	253
12.	WHAS	Louisvle	242
	KLW	Cinci	242
14.	KOMO	Seattle	217
15.	WHO	Des M	211
16.	WBEN	Buffalo	200
17.	WTVN	Col OH	180
18.	KFMB	S.Diego	178
19.	WGY	Albany	175
20.	WRVA	Rich	162
21.	WSYR	Syracuse	143
22.	KEX	Port OR	136
23.	WHAM	Roch	130
24.	WOWO	FtWayne	126
25.	WGSM	Long Is	124
26.	KRMG	Tulsa	117
27.	KKOB	Albuq	114
28.	WBT	Char NC	112
29.	WKRC	Cinci	111
30.	KHOW	Denver	101
31.	WDBO	Orlando	97
32.	WCTC	NwBrun NJ	94
33.	WARM	WB-Scran	91

NOSTALGIA (+50)

1.	WNEW	NY	550
2.	WPEN	Phila	410
3.	KMPC	LA	390
4.	KFRC	SF	329
5.	WJJD	Chicago	305
6.	WHLI	Long Is	267
7.	CKLW	Detroit	250
8.	WRMR	Cleve	205
9.	KQUE-F	Houston	187
10.	KIXI	Seattle	166
11.	WJAS	Pitt	153
12.	KPOP	S.Diego	144
13.	WOKY	Milw	142
14.	WPLM-F	Boston	130
15.	WGUL-A/F	Tampa	106
16.	WECK	Buffalo	101
17.	WFTL	Miami	91
	WDAE	Tampa	91
19.	WBYU	New Orl	87
20.	KAAM	Dallas	85
21.	KYTE	Port OR	76
22.	KJLA	Kan City	75
23.	WITH	Balt	74
24.	WXKS-F	Boston	73
25.	WAPI	Birm	66
26.	KLFF	Phoenix	60
27.	WREC	Memphis	59
28.	WTUX	Indy	57
	WCOL	Col OH	57
	KEZW	Denver	57
	WRCQ	Hart	57
32.	KLIV	SanJose	56
33.	KLBB	Minn	55
34.	KGVY	Tucson	54
	WNAK	WB-Scran	54
36.	KMRR	Tucson	50

HISPANIC (+40)

1.	WSKQ	NY	534
2.	WADO	NY	513
3.	KLVE-F	LA	468
4.	KTNQ	LA	462
5.	WKDM	NY	406
6.	WJIT	NY	239
7.	KWKW	LA	220
8.	WCMQ-F	Miami	217
9.	WAQI	Miami	197
10.	KSKQ	LA	196
11.	WQBA	Miami	193
12.	KGBT	Mc-Brown	160
13.	WOJO-F	Chicago	150
14.	KSKQ-F	LA	142
15.	KCOR	S.Anton	130
16.	KALI	LA	121
17.	WQBA-F	Miami	118
18.	WIND	Chicago	102
19.	KIQI	SF	99
20.	WCMQ	Miami	98
21.	KIWW-F	Mc-Brown	84
22.	KBNA-A/F	El Paso	77
23.	KBRG-F	SF	70
24.	WSUA	Miami	62
25.	KQXX-F	Mc-Brown	43

*Based on 1/4 HR AVG, 6A-MID, TSA

BEAUTIFUL MUSIC/EZ (+170)

1.	WPAT A/F	NY	1403
2.	KJOI-F	LA	820
3.	WXEZ-A/F	Chicago	760
4.	WEAZ-F	Phila	555
5.	KABL A/F	SF	423
6.	WLYF-F	Miami	380
7.	WPCH-F	Atlanta	359
8.	WJIB-F	Boston	358
	WGAY-F	Wash	358
10.	WSHH-F	Pitt	348
11.	WEA[illegible]-A/F	W.Palm	339
12.	KEZK-F	St.Louis	335
13.	KODA-F	Houston	332
14.	WEAT-A/F	W.Palm	322
15.	WLIF-F	Balt	319
16.	KDUV-F	Sar/Tamp	314
17	KMEZ-A/F	Dallas	313
18.	WJOI-F	Detroit	309
19.	WEZN-F	Bridge	306
20.	WRCH-F	Hart	297
21.	KMEO-A/F	Phoenix	293
22.	WQAL-F	Cleve	280
23.	WHUD-F	Peek,NY	257
24.	WSSP-F	Orlando	253
25.	KOSI-F	Denver	225
26.	WXTZ-F	Indy	223
27.	KJQY-F	S.Diego	207
28.	WWEZ-F	Cinci	202
	KBAY-F	SanJose	202
30.	WJYE-F	Buffalo	197
31.	KDUO-F	River-SB	194
32.	WFMZ-F	AllenBth	192
33.	KXL-F	Port OR	189
34.	WFOG-F	Norfolk	186
35.	WEZW-F	Milw	185
36.	KBRD-F	Seattle	182
37.	KCTC-F	Sacra	173

RELIGIOUS (+40)

1.	WWRL	NY	266
2.	KOJO-F	Dallas	175
3.	WFME-F	NY	170
4.	KHVN	Dallas	106
5.	KKLA-F	LA	100
6.	WWDJ	NY	89
7.	WBGR	Balt	88
8.	WLOK	Memphis	77
9.	WDJC-F	Birm	76
10.	WXRI-F	Norfolk	72
	WMUZ-F	Detroit	72
12.	KCMS-F	Seattle	67
13.	WAGG	Birm	63
14.	WPCE	Norfolk	62
15.	WYCB	Wash	58
16.	WDAC-F	Lanc	57
17.	WMBM	Miami	56
18.	KFAX	SF	54
19.	KPDQ	Port OR	53
20.	KHCB-F	Houston	51
21.	WCGL	Jackson	50
22.	WRBS-F	Balt	48
	WESL	St.Louis	48
24.	WROL	Boston	46
25.	KOKA	Shreve	45
26.	WZZD	Phila	41
	WXXO	Orlando	41
28.	WEMM-F	Hunt WV	40

COUNTRY (+180)

1.	WYNY-F	NY	850
2.	WBAP	Dallas	548
3.	KSCS-F	Dallas	487
4.	WDAF	Kan City	464
5.	KZLA-F	LA	461
6.	WIVK-A/F	Knox	457
7.	KNIX-A/F	Phoenix	445
8.	WXTU-F	Phila	423
9.	KPLX-F	Dallas	422
10.	WMZQ-A/F	Wash	413
11.	KIKK-F	Houston	408
12.	WSOC-F	Char NC	400
13.	WTQR-F	Green-WS	393
14.	WUSN-F	Chicago	383
15.	WWKA-F	Orlando	382
16.	WKHX-F	Atlanta	361
17.	WYAY-F	Atlanta	360
18.	WZZK-A/F	Birm	352
19.	WAMZ-F	Louisvle	322
20.	WQYK-A/F	Tampa	321
21.	WWWW-F	Detroit	302
22.	KILT-F	Houston	288
23.	WSM-F	Nash	275
24.	KEEY-F	Minn	264
25.	WPOC-F	Balt	260
26.	WESC-F	Green SC	259
27.	KSSN-F	L Rock	258
28.	WIL-F	St.Louis	256
29.	WYNK-A/F	Baton R	238
30.	KMPS-A/F	Seattle	232
31.	KCYY-F	S Anton	224
32.	WQDR-F	Raleigh	220
33.	WYRK-F	Buffalo	219
	WDSY-F	Pitt	219
35.	WLVK-F	Char NC	216
36.	KASE-F	Austin	215
37.	WVLK-F	Lex	212
38.	KXXY-A/F	Ok City	211
39.	WSSL-A/F	Green SC	209
40.	KRAK-F	Sacra	206
41.	WFMS-F	Indy	204
42.	KFKF-A/F	Kan City	203
43.	WKIS-F	Miami	202
44.	WCMS-F	Norfolk	200
45.	KSON-F	S.Diego	199
46.	KKYX	S Anton	196
47.	KLAC	LA	194
	WGAR-F	Cleve	194
49.	WCOS-F	Col SC	192
50.	WBOS-F	Boston	191
51.	KSAN-F	SanFran	190
	WMIL-F	Milw	190
53.	KRMD-A/F	Shreve	189
54.	KYGO-F	Denver	186
55.	WGKX-F	Memphis	182
56.	WQIK-F	Jackson	181
57.	WSIX-F	Nash	180

BLACK/URBAN (+120)

1.	WRKS-F	NY	1170
2.	WBLS-F	NY	985
3.	WGCI-F	Chicago	826
4.	WUSL-F	Phila	721
5.	WVAZ-F	Chicago	522
6.	KMJQ-F	Houston	519
7.	KKDA-F	Dallas	463
8.	WJLB-F	Detroit	447
9.	KJLH-F	LA	380
10.	WLIB-F	NY	358
11.	WVEE-F	Atlanta	348
12.	WKYS-F	Wash	334
13.	WXYV-F	Balt	312
14.	WHRK-F	Memphis	301
15.	WHQT-F	Miami	296
	WQUE-A/F	New Orl	296
17.	WHUR-F	Wash	265
18.	WDAS-F	Phil	263
19.	WZAK-F	Cleve	262
20.	KSOL-F	SanFran	242
21.	WPOW-F	Miami	236
22.	WMJM-F	St.Lou	234
23.	KACE-F	LA	228
24.	WWDM-F	Col SC	225
25.	KDAY	LA	214
26.	WEDR-F	Miami	201
27.	WCKZ-A/F	Char NC	199
28.	WIKS-F	Green NB	193
29.	WYLD-F	New Orl	183
30.	WAMO-F	Pitt	181
	WPEG-F	Char NC	181
32.	WVON	Chicago	171
	WOWI-F	Norfolk	171
	WQMG-F	Green-WS	171
35.	WJHM-F	Orlando	165
36.	WENN-F	Birm	163
37.	WQOK-F	Raleigh	154
38.	WBLX-F	Mobile	151
39.	WILD	Boston	150
40.	WEKS-F	Atlanta	138
41.	WCDX-F	Rich	131
42.	WDIA	Memphis	128
	KPRS-F	Kan City	128
	WKXX-F	Birm	128
45.	KIPR-F	L. Rock	124

CLASSICAL (+50)

1.	WQXR-F	NY	452
2.	WNCN-F	NY	376
3.	KFAC-F	LA	292
4.	KDFC-A/F	SF	250
5.	KKHI-A/F	SF	246
6.	WFLN-F	Phila	219
7.	WNIB-F	Chicago	180
8.	WFMT-F	Chicago	171
9.	WTMI-F	Miami	162
10	KING-F	Seattle	140
11.	KVOD-F	Denver	132
12.	WCRB-F	Boston	126
13.	WGMS-A/F	Wash	121
14.	WQRS-F	Detroit	99
15.	WRR-F	Dallas	97
16.	KFSD-F	S.Diego	94
17.	WCLV-F	Cleve	92
18.	KYTE-F	Port OR	80
19.	WFMR-F	Milw	70
20.	WXCR-F	Tampa	52

NEWS/TALK (+100)

1.	WOR	NY	1425
2.	WGN	Chicago	1217
3.	WINS	NY	1209
4.	WCBS	NY	1135
5.	WABC	NY	1025
6.	KABC	LA	929
7.	KGO	SF	828
8.	WBBM	Chicago	796
9.	KMOX	St.Lou	725
10.	KNX	LA	724
11.	WFAN	NY	697
12.	KYW	Phila	549
13.	KFWB	LA	518
14.	KCBS	SF	490
15.	WRKO	Boston	477
16.	WWDB-F	Phil	431
17.	KIRO	Seattle	404
18.	KRLD	Dallas	398
19.	WLUP	Chicago	370
20.	KTRH	Houston	354
21.	WWJ	Detroit	332
22.	KFI	LA	330
23.	WHDH	Boston	326
24.	KOA	Denver	308
25.	WCAU	Phila	286
26.	WEEI	Boston	272
27.	WIOD	Miami	269
28.	KCMO	Kan City	257
29.	KTAR	Phoenix	255
30.	WMCA	NY	225
31.	WTOP	Wash	222
32.	WBAL	Balt	221
33.	KPRC	Houston	214
34.	KFBK	Sacra	209
35.	KSDO	S.Diego	208
36.	WMAQ	Chicago	207
37.	WWL	New Orl	205
38.	WXYT	Detroit	203
39.	WNWS	Miami	202
40.	KLIF	Dallas	201
41.	WTAE	Pitt	185
42.	WFLA	Tampa	181
43.	WINZ	Miami	179
44.	WOAI	S. Ant	170
45.	KXL	Port OR	139
46.	WWRC	Wash	126
47.	WCKY	Cinci	121
	KMJ	Fresno	121
49.	KING	Seattle	115
50.	WWWE	Cleve	108
51.	WPTF	Raleigh	105
52.	KSTP	Minn	104
53.	KTOK	Ok City	101
54.	WJNO	W.Palm	100
	WGST	Atlanta	100

JAZZ/NEW AGE (+70)

1.	KTWV-F	LA	642
2.	WQCD-F	NY	502
3.	WNUA-F	Chicago	304
4.	KBLX-A/F	SF	242
5.	KKSF-F	SF	225
6.	KKGO-F	LA	181
7.	KOAI-F	Dallas	161
8.	KQPT-F	Sacra	146
9.	WNWV-F	Cleve	123
10.	WXDJ-F	Miami	121
11.	WJZZ-F	Detroit	113
12.	KNUA-F	Seattle	98
13.	KIFM-F	S.Diego	96
14.	KHIH-F	Denver	92
15.	WJAZ-F	Stam CT	81
16.	WVAE-F	Detroit	80
17.	WHVE-F	Sar/Tamp	70
18.	WBZN-F	Milw	56

AMERICA'S LEADING STATIONS BY FORMAT*

METRO SHARE

CHR/TOP 40/CONTEMP (+10.0)

1.	WIOG-F	Sag-BC	30.1
2.	WMEE-F	F Wayne	28.8
3.	WJET-F	Erie	23.8
4.	WNNK-F	Harris	20.8
5.	WXLK-F	Roanoke	20.6
6.	WQUT-F	JC-Kings	19.6
7.	WVIC-F	Lansing	19.2
8.	WZEE-F	Madison	18.8
9.	KBFM-F	Mc-Brown	18.6
10.	WKEE-F	Hunt WV	18.2
11.	KRQQ-F	Tucson	18.0
12.	WSKZ-F	Chatt	17.9
13.	WKFR-F	Kala	17.3
14.	WPXR-F	Davenpt	16.9
15.	WKZW-F	Peoria	16.1
16.	KRLB-F	Lubbock	15.7
17.	WRBQ-F	Tampa	15.5
18.	WAPE-F	Jackson	15.3
19.	KZZU-F	Spokane	14.8
20.	KZFM-F	CorpusC	14.5
21.	WHOT-A/F	Young	14.0
22.	KKRD-F	Wichita	13.8
23.	WAYV-F	Atl City	13.3
24.	KQKQ-F	Omaha	13.1
25.	WRVQ-F	Richmond	13.0
	WKRZ-F	WB/Scran	13.0
27.	KGOT-F	Anchor	12.8
28.	WABB-F	Mobile	12.7
	WIXX-F	Grn Bay	12.7
30.	WLAN-F	Lanc	12.6
	WNTQ-F	Syracuse	12.6
32.	WPXY-A/F	Roch	12.5
33.	WNCI-F	Col OH	12.4
34.	KJYO-F	Ok City	12.3
35.	WTIC-F	Hart	12.2
36.	WYCR-F	York	12.1
37.	KPRR-F	El Paso	12.0
38.	KKXX-F	Bakers	11.9
39.	WKCI-F	N.Haven	11.7
40.	WLAP-F	Lexing	11.4
41.	WANS-F	Green SC	11.2
	WFMF-F	Baton R	11.2
43.	KSND-F	Eugene	11.1
	KRNQ-F	Des M	11.1
	WDJQ-F	Canton	11.1
46.	WEZB-F	New Orl	10.8
47.	WMGV-F	App-Osh	10.4
48.	WYHY-F	Nash	10.3
	KWNZ-F	Reno	10.3
50.	WNOK-F	Col SC	10.1

CLASSICAL (+1.5)

1.	KLEF-F	Anchor	6.1
2.	KYTE-F	Port OR	3.6
	KING-F	Seattle	3.6
4.	KVOD-F	Denver	3.2
5.	WFMR-F	Milw	3.1
6.	KKHI-A/F	SanFran	3.0
7.	KDFC-A/F	SanFran	2.9
	WTMI-F	Miami	2.9
9.	KFSD-F	S.Diego	2.8
10.	WCLV-F	Cleve	2.7
	KHFM-F	Albuq	2.7
12.	WFLN-F	Phila	2.4
13.	WGMS-A/F	Wash	2.3
14.	WCRB-F	Boston	1.8
15.	WQXR-F	NY	1.6
16.	KFAC-F	LA	1.5
	WQRS-F	Detroit	1.5

AOR (+8.0)

1.	WCMF-F	Roch	17.1
2.	WWCT-F	Peoria	16.3
3.	KGGO-F	Des M	14.9
4.	WFBQ-F	Indy	14.5
5.	KMOD-F	Tulsa	14.4
6.	WBLM-F	Port ME	14.3
7.	WIMZ-F	Knox	14.0
8.	WXLP-F	Davenpt	13.2
9.	KWHL-F	Anchor	12.8
10.	KEZO-A/F	Omaha	12.4
11.	WIOT-F	Toledo	12.2
12.	WAAF-F	Worces	12.1
13.	WAPL-F	App-Osh	12.0
14.	WRXL-F	Rich	11.2
	WFYV-F	Jackson	11.2
16.	WZZO-F	Aln-Bth	11.1
17.	KLAQ-F	El Paso	10.9
18.	WIBA-F	Madison	10.7
	WEBN-F	Cinci	10.7
20.	WPYX-F	Albany	10.6
21.	WRDU-F	Raleigh	10.5
	WKQQ-F	Lexing	10.5
23.	KATT-F	Ok City	10.0
24.	KLBJ-F	Austin	9.9
	KSHE-F	St.Louis	9.9
26.	WLVQ-F	Col OH	9.8
	WQMF-F	Louisvle	9.8
28.	WXKE-F	Ft Wayne	9.7
29.	KILO-F	Col Spr	9.6
	WMMS-F	Cleve	9.6
	KFMX-F	Lubbock	9.6
	KZEL-F	Eugene	9.6
33.	KNCN-F	Corpus C	9.3
34.	WHEB-F	Ports NH	9.2
35.	KDJK-F	Modesto	9.1
36.	WNOR-A/F	Norfolk	9.0
	WTKX-F	Pensa	9.0
38.	WEZX-F	WB-Scran	8.9
39.	KQRS-A/F	Minn	8.4
40.	WKLS-F	Atlanta	8.3
	KBCO-A/F	Denver	8.3
	WKDF-F	Nash	8.3
	WKRR-F	Green-WS	8.3
44.	WAQY-F	Spring MA	8.2
	WRQK-F	Canton	8.2
46.	WAQX-F	Syracuse	8.0
	KKBB-F	Bakers	8.0
	KKLZ-F	LasVegas	8.0

RELIGIOUS (+2.5)

1.	WDAC-F	Lanc	8.2
	KOKA	Shreve	8.2
3.	WLOK	Memphis	5.1
4.	WAGG	Birm	5.0
5.	WEMM-F	Hunt WV	4.0
6.	WCGL	Jackson	3.8
7.	WDJC-F	Birm	3.5
8.	WXRI-F	Norfolk	3.2
9.	WPCE	Norfolk	3.1
10.	WQIZ	Char SC	3.0
11.	WTGH	Col SC	2.8
	WSVE	Jackson	2.8
13.	WCGW	Lexing	2.7
	KOJO-F	Dallas	2.7
	WXXO	Orlando	2.7
16.	WFLT	Flint	2.5

BTFL MUSIC/EZ (+8.0)

1.	WSWT-F	Peoria	16.9
2.	WEAT-A/F	W.Palm	16.7
3.	WFMZ-F	Aln-Bth	16.0
4.	WEZN-F	Bridge	14.7
5.	WWLV-F	Day Bch	13.9
	WPVR-F	Roanoke	13.9
7.	WSRS-F	Worcest	13.8
8.	WDEF-F	Chatt	13.4
9.	WHBC-F	Canton	12.8
10.	WFPG-F	Atl City	12.3
11.	KBEE-F	Modesto	11.9
12.	WNCE-F	Lanc	11.5
13.	WROW-F	Albany	10.7
14.	KXTZ-F	LasVegas	10.3
15.	WEZK-F	Knox	10.1
16.	KKNG-F	Ok City	10.0
17.	KXLY-F	Spokane	9.9
18.	WRCH-F	Hart	9.7
	WJYE-F	Buffalo	9.7
	KMEO-A/F	Phoenix	9.7
21.	WZEZ-F	Nash	9.6
22.	WKBN-F	Young	9.5
23.	KRVR-F	Davenpt	9.3
	WRSA-F	Hunts	9.3
25.	WXTZ-F	Indy	9.1
	WJIM-F	Lansing	9.1
27.	KNEV-F	Reno	9.0
	WWEZ-F	Cinci	9.0
	KEZQ-F	L Rock	9.0
30.	KRDO-F	Colo Spg	8.9
31.	KOJY-F	Fresno	8.8
32.	WLIF-F	Balt	8.7
	WOOD-F	Grand Rpd	8.7
34.	WSSP-F	Orlando	8.6
35.	KEZK-F	St.Louis	8.4
36.	WFOG-F	Norfolk	8.3
37.	WSHH-F	Pitt	8.2
38.	WBNS-F	Col OH	8.1
	WSPA-F	Green SC	8.1
40.	KBEZ-F	Tulsa	8.0
	KGFM-F	Bakers	8.0
	KDVO-F	River-SB	8.0
	WQLR-F	Kala	8.0

JAZZ/NEW AGE (+1.5)

1.	KQPT-F	Sacra	7.0
2.	KNIK-F	Anchor	5.5
3.	KTWV-F	LA	3.3
4.	KHIH-F	Denver	3.2
5.	WNWV-F	Cleve	3.1
6.	KBLX-A/F	SanFran	3.0
7.	KIFM-F	S.Diego	2.9
8.	KNUA-F	Seattle	2.7
	KKSF-F	SanFran	2.7
10.	KOAI-F	Dallas	2.6
	KLKT-F	Reno	2.6
12.	WNUA-F	Chicago	2.5
13.	WXDJ-F	Miami	2.4
14.	KEYV-F	LasVegas	2.3
15.	WBZN-F	Milw	2.2
	KLSK-F	Albuq	2.2
	WLOQ-F	Orlando	2.2
18.	KCWV-F	Kan City	1.9
19.	WQCD-F	NY	1.8
	WBBY-F	Col OH	1.8
21.	WJZZ-F	Detroit	1.7
22.	WBBO-F	Green SC	1.6
	KSWV-F	S.Diego	1.6
24.	KEYI-F	Spokane	1.5

COUNTRY (+9.0)

1.	WIVK-A/F	Knox	33.0
2.	WTCR-A/F	Hunt WV	30.3
3.	KLLL-F	Lubbock	20.4
4.	KSSN-F	L Rock	20.3
5.	WVLK-A/F	Lexing	18.3
6.	WLWI-F	Mont AL	18.1
7.	KUZZ-A/F	Bakers	18.0
8.	KRMD-A/F	Shreve	17.6
	WKSJ-F	Mobile	17.6
	WXBQ-F	JC-Kngs	17.6
11.	WAMZ-F	Louis	17.2
12.	WTQR-F	GreenWS	16.8
13.	WCOS-F	Col SC	16.5
14.	WSOC-F	Char	15.6
15.	WLLR-F	Daven	15.5
16.	WRNS-F	GreenNB	15.0
17.	KOUL-F	Corpus	14.9
	KASE-F	Austin	14.9
19.	WPOR-F	Port ME	14.7
	WZZK-A/F	Birm	14.7
21.	WUSY-F	Chatt	14.0
	KNIX-A/F	Phoenix	14.0
23.	KXXY-A/F	Ok City	13.9
24.	WYNK-A/F	Baton R	13.8
25.	WITL-A/F	Lansing	12.8
26.	WDRM-F	Hunts	12.6
27.	WKCQ-F	Sag-BC	12.5
28.	WESC-F	GrSpart	12.0
29.	WWKA-F	Orlando	11.9
30.	KIIM-F	Tucson	11.6
	KZSN-F	Wichita	11.6
32.	WEZL-F	Char SC	11.5
33.	KFMS-A/F	L.Vegas	11.4
34.	WOKQ-F	PortsNH	11.3
35.	KHEY-F	El Paso	11.2
36.	WKAF	Kan Cty	11.0
37.	KRYS-A/F	Corpus	10.8
38.	WKKO-F	Toledo	10.7
	WYRK-F	Buffalo	10.7
40.	WSSL-A/F	GreenSC	10.6
41.	KAYD-F	Beau-PA	10.5
	KYKR-F	Beau-PA	10.5
43.	KCYY-F	S.Anton	10.3
44.	WOWW-F	Pensa	10.2
45.	WYYD-F	Roanoke	10.0
	WNWN-F	Kala	10.0
47.	WSIX-F	Nash	9.9
48.	WQIK-F	Jackson	9.7
49.	WBEE-F	Roch	9.6
50.	WQXK-F	Young	9.5
	KFDI-F	Wichita	9.5
52.	KRST-F	Albuq	9.4
	WGKX-F	Memphis	9.4
54.	WSM-F	Nash	9.3
55.	WOW-F	Omaha	9.1
56.	KFKF-A/F	Kan City	9.0
	WFMS-F	Indy	9.0

HISPANIC (+4.0)

1.	KGBT	Mc-Brwn	17.7
2.	KBNA-A/F	El Paso	9.9
3.	KIWW-F	Mc-Brwn	9.7
4.	KUNO	Corpus	7.4
5.	KCOR	S.Anton	7.0
6.	KLOC	Modesto	4.9
7.	KQXX-F	Mc-Brwn	4.8
	XAMA	El Paso	4.8
9.	KWAC	Bakers	4.5
10.	WCMQ-F	Miami	4.2
11.	KCCT	Corpus	4.1

*Based on 12+ Metro Share, Broadcast Week.

MOR/VARIETY (+8.0)

1.	KFAB	Omaha	17.2
2.	WCCO	Minn	16.9
3.	WTIC	Hart	15.8
4.	WHAS	Louis	15.0
5.	WIBC	Indy	14.3
6.	WSYR	Syracuse	14.2
7.	KDKA	Pitt	13.4
8.	WTMJ	Milw	13.0
9.	WRVA	Rich	12.3
10.	WHBC	Canton	11.8
11.	WHO	Des M	11.1
12.	WSGW	Sag-BC	10.8
	WBEN	Buffalo	10.8
14.	WICC	Bridge	10.7
15.	WKBN	Young	10.6
16.	KKOB	Albuq	10.4
17.	WELI	NewHav	10.1
18.	WKZO	Kala	10.0
19.	KUGN	Eugene	9.9
20.	KRMG	Tulsa	9.2
21.	WJR	Detroit	9.0
22.	WGY	Albany	8.9
	WVLK	Lexing	8.9
24.	WMBD	Peoria	8.8
25.	WTAG	Worcest	8.5
	WLW	Cinci	8.5
	WHAM	Rich	8.5
28.	WOWO	F Wayne	8.4
29.	WTVN	Col OH	8.3

NOSTALGIA (+4.0)

1.	WMID	Atl City	7.7
	WEYZ	Erie	7.7
3.	WROD	Day B	7.0
4.	WYNZ	Port ME	6.7
5.	WOKY	Milw	5.9
6.	WECK	Buffalo	5.7
7.	WRMR	Cleve	5.5
8.	KMRR	Tucson	5.3
	WAPI	Birm	5.3
10.	KGVY	Tucson	5.2
11.	WPEN	Phila	5.1
12.	WNAK	WB-Scran	5.0
13.	WAVZ	NewHaven	4.8
14.	WMAS	Spring MA	4.7
15.	KEEL	Shreve	4.6
16.	WBYU	New Orl	4.5
	WJAS	Pitt	4.5
18.	KORK	LasVegas	4.3
	KPOP	S.Diego	4.3
20.	KIXI	Seattle	4.2
	WNEB	Worcest	4.2
22.	KLEO	Wichita	4.0

BLACK/URBAN (+7.0)

1.	WIKS-F	Green-NB	19.6
2.	WHRK-F	Memphis	17.0
3.	WWDM-F	Col SC	15.2
4.	WQUE-A/F	New Orl	14.5
5.	KMJJ-A/F	Shreve	13.4
6.	KQXL-F	Baton R	13.1
7.	WDZZ-F	Flint	12.7
8.	WZHT-F	Mont AL	12.3
9.	WBLX-F	Mobile	11.9
10.	KHYS-F	Beau-PA	10.5
	WCKU-F	Lexing	10.5
12.	WCDX-F	Rich	10.4
13.	WXOK	Baton R	10.1
14.	WPEG-F	Char	9.9
	KIPR-F	L Rock	9.9
	KDKS-F	Shreve	9.9
17.	KMJQ-F	Houston	9.8
18.	WWWZ-F	Char SC	9.5
19.	WENN-F	Birm	9.4
20.	WQMG-F	Green WS	8.9
21.	WJTT-F	Chatt	8.8
22.	WXYV-F	Balt	8.7
23.	WYLD-F	New Orl	8.5
	WCKZ-A/F	Char	8.5
25.	WPLX-F	Rich	8.2
	WQOK-F	Raleigh	8.2
27.	WKXX-F	Birm	8.0
	WOWI-F	Norfolk	8.0
29.	WVEE-F	Atlanta	7.8
30.	WQIM-F	Mont AL	7.5
	WUSL-F	Phila	7.5
32.	WZAK-F	Cleve	7.3
33.	KKDA-F	Dallas	7.2
34.	WJLB-F	Detroit	7.0

NEWS/TALK (+5.0)

1.	KMOX	St.Louis	17.1
2.	KIRO	Seattle	11.0
3.	KCMO	Kan City	9.6
4.	KMJ	Fresno	9.3
5.	KFBK	Sacra	8.8
6.	WWL	New Orl	8.6
	WGN	Chicago	8.6
8.	KTAR	Phoenix	8.3
	KGO	SanFran	8.3
10.	WPTF	Raleigh	7.9
	KOA	Denver	7.9
12.	KARN	L Rock	7.6
13.	KTOK	Ok City	7.3
14.	WRKO	Boston	7.2
15.	WJNO	W.Palm	6.9
	KOH	Reno	6.9
	WNIR-F	Akron	6.9
18.	KXLY	Spokane	6.8
19.	KYW	Phila	6.5
20.	WOAI	S.Anton	6.4
21.	KXL	Port OR	6.2
	WOC	Daven	6.2
	KSDO	S.Diego	6.2
24.	WBBM	Chicago	6.0
25.	KRLD	Dallas	5.9
	WBAL	Balt	5.9
27.	KTRH	Houston	5.7
	WCKY	Cinci	5.7
29.	WVOC	Col SC	5.4
30.	KABC	LA	5.3
	KLBJ	Austin	5.3
32.	WHDH	Boston	5.2
	WBBW	Young	5.2
34.	WWJ	Detroit	5.1
35.	WTAE	Pitt	5.0

AC/SOFT ROCK/OLDIES (+7.0)

1.	WAJI-F	F Wayne	18.3
2.	WXKC-F	Erie	17.3
3.	WTFM-F	JC-Kngs	14.9
4.	WCCK-F	Erie	14.8
5.	WHYY-A/F	Mont AL	14.7
6.	WCRZ-F	Flint	14.4
7.	WYYY-F	Syra	13.8
8.	WMYU-F	Knox	13.7
9.	WMJJ-F	Birming	12.5
10.	KKOB-F	Albuq	12.0
11.	KODS-F	Reno	11.3
12.	WSNY-F	Col OH	11.1
13.	WHNN-F	Sag-BC	11.0
14.	KISC-F	Spokane	10.9
	WLEV-F	Aln-Bth	10.9
16.	WSB-F	Atlanta	10.4
17.	WHYN-F	SprngMA	10.3
18.	WMAS-F	SprngMA	10.2
19.	WWRM-F	Tampa	9.4
20.	KEAG-F	Anchor	9.3
21.	WRVC-F	Hunt WV	9.2
	WVOR-F	Roch	9.2
	KSTP-F	Minn	9.2
24.	KKMJ-F	Austin	8.9
	WEBE-F	Bridge	8.9
	WBUF-F	Buffalo	8.9
27.	KLYF-F	Des M	8.8
	WRMF-F	W.Palm	8.8
29.	WARM-F	York	8.7
	WFBC-F	Grn SC	8.7
31.	KIOA	Des M	8.6
	WLMX-F	Chatt	8.6
33.	WSLQ-F	Roanoke	8.5
34.	KPNW-F	Eugene	8.4
35.	WLTF-F	Cleve	8.3
	WJFM-F	Gr Rpd	8.3
	KVIL-A/F	Dallas	8.3
38.	KVUU-F	ColoSpg	8.1
39.	KXLK-F	Wichita	8.0
40.	WMXB-F	Rich	7.9
41.	WRMM-F	Roch	7.8
	WDRC-F	Hart	7.8
43.	KRNO-F	Reno	7.7
	WRVR-F	Memphis	7.7
	WAIV-F	Jackson	7.7
46.	WOCL-F	Orlando	7.6
	WWWM-F	Toledo	7.6
48.	KMGE-F	Eugene	7.5
49.	WFMK-F	Lansing	7.3
	WBBG-F	Young	7.3
	WLHT-F	Gr Rpd	7.3
52.	WVEZ-F	Louis	7.1
	WENS-F	Indy	7.1
	WLAC-F	Nash	7.1
55.	WSTF-F	Orlando	7.0

MARKETS WITH HIGHEST AND LOWEST PERCENTAGE OF FM LISTENING*

HIGHEST			LOWEST		
1.	Lancaster	94.11%	1.	Honolulu	60.13%
2.	Greenville-New Bern	93.85	2.	Des Moines	62.55
3.	Huntington, WV	89.32	3.	New Haven	63.89
4.	Lansing	88.51	4.	Stockton	63.94
5.	Knoxville	87.98	5.	Tucson	64.01
6.	Montgomery	85.80			
7.	Columbia, SC	85.33			
8.	York	85.22			
9.	Pensacola	85.06			
10.	Charlotte, NC	84.72			

* FM share of total listening, 12+ Metro, 1/4 HR AVG, Broadcast Week.

MARKETS WITH HIGHEST AND LOWEST APR'S**

HIGHEST			LOWEST		
1.	Bridgeport	19.8	1.	Oklahoma City	14.9
2.	Miami	19.4	2.	Eugene	15.1
	New York	19.4	3.	Wichita	15.4
4.	Providence	19.0		Portland, ME	15.4
5.	Philadelphia	18.9	5.	Huntington, WV	15.5
6.	Tampa	18.6	6.	Huntsville	15.6
	Anchorage	18.6		Dayton	15.6
8.	Corpus Christi	18.5			
	Hartford	18.5			

** The APR shows the average percentage of the 12+ population which is using the radio (Mon-Sun, 6A-MID). The figure is comparable to television's PVT (Persons Viewing Television).

MEAN APR FOR ALL RATED MARKETS
FAL 88 17.09

SPG 88	16.47	FAL 82	17.32
FAL 87	16.35	FAL 81	15.94
FAL 86	16.48	O/N 80	15.62
FAL 85	16.84	O/N 79	15.28
FAL 84	17.14	O/N 78	15.41
FAL 83	17.14	O/N 77	15.20

MARKETS WITH HIGHEST PERCENTAGE OF "BELOW-THE LINE" LISTENING***

1.	Daytona Beach	60.0%	8.	Lancaster	39.1
2.	Wilmington, DE	57.2	9.	Worcester	38.6
3.	Bridgeport	53.9	10.	Canton	38.1
4.	Riverside-San Bernardino	51.3	11.	Pensacola	36.0
5.	Portsmouth, NH	50.1	12.	Flint	34.9
6.	New Haven	47.1	13.	Springfield, MA	34.1
7.	York	42.9	14.	West Palm	30.9

*** Based on 12+ Metro, 1/4 HR AVG, Broadcast Week. Calculated by dividing total listening to stations listed below the line (stations outside the market's metro) by total listening to all stations.

MARKETS WITH HIGHEST PERCENTAGE OF LISTENING TO NON-LISTED STATIONS****

1.	Eugene	23.4%		WB/Scranton	17.3
2.	Austin	20.3	10.	Raleigh	17.2
3.	Kalamazoo	19.4	11.	Montgomery	16.7
4.	Las Vegas	19.1	12.	Lansing	16.5
	Stockton	19.1	13.	Lancaster	15.6
6.	Madison	18.4	14.	Modesto	15.5
7.	Appleton-Oshkosh	17.6	15.	Jacksonville	15.3
8.	Portland, ME	17.3			

**** Based on 12+ Metro, 1/4 HR AVG, Broadcast Week. Calculated by dividing listening to non-listed stations by total listening to all radio stations. A large part of the non-listed listening is probably to public and non-commercial stations. Other listening to distant stations (clears). Other listening will be to local commercial stations which do not qualify for listing in the rating book. The importance of this table (and the table above) is that this is listening that is not going to local commercial outlets. This affects CPM's and the effectiveness of local radio.

STATION FORMATS AND FORMAT LISTENING*

	AM	FM	TOTAL	%
AC/SOFT/OLDIES	349,100 (133)	3,533,100 (343)	3,882,200 (476)	18.39
CHR/TOP 40/CONTEMP	23,900 (15)	3,105,700 (227)	3,129,600 (242)	14.83
AOR/CLASSIC	23,900 (17)	2,700,800 (219)	2,724,700 (236)	12.91
NEWS/TALK	2,225,800 (126)	48,900 (4)	2,274,700 (130)	10.78
COUNTRY	401,400 (148)	1,770,700 (187)	2,172,100 (335)	10.29
BLACK/URBAN	388,000 (101)	1,436,000 (80)	1,824,000 (181)	8.64
BTFL/EZ	76,200 (22)	1,562,900 (125)	1,639,100 (147)	7.77
MOR/VARIETY	959,700 (133)	800 (2)	960,500 (135)	4.55
HISPANIC	488,000 (68)	153,400 (19)	641,400 (87)	3.04
NOSTALGIA/BIG BAND	587,400 (96)	40,600 (5)	628,000 (101)	2.98
JASS/NEW AGE	4,700 (3)	370,100 (37)	374,800 (40)	1.78
RELIGION/GOSPEL	234,800 (124)	139,100 (53)	373,900 (177)	1.77
CLASSICAL	21,300 (10)	337,600 (30)	358,900 (40)	1.70
OTHERS/UNKNOWN	99,300 (77)	23,000 (32)	122,300 (109)	0.58
	5,883,500 (1073)	15,222,700 (1363)	21,106,200 (2436)	

* Based on 12+ Metro, 1/4 HR AVG, Broadcast Week. Every station reported in the metro is included. Simulcast facilities count as two stations. Figures in parenthesis are the number of stations programming that format. FIGURES NOT IN 100's.

FORMAT PERCENTAGES - AM AND FM BANDS - FORMAT SHARE TRENDS

	AM	FM	COMBINED	SPG 88	FAL 87	FAL 86	FAL 85	FAL 84	FAL 83	FAL 82	FAL 81	FAL 80
AC/SOFT/OLDIES	5.93%	23.21%	18.39%	17.8%	17.1%	18.2%	15.8%	15.1%	13.0%	- %	- %	- %
CHR/TOP 40/CONTEMP	0.41	20.40	14.83	14.6	14.0	14.5	15.4	16.5	-	-	-	-
AOR/CLASSIC	0.41	17.74	12.91	12.8	12.5	12.4	11.2	10.1	-	-	-	-
NEWS/TALK	37.83	0.34	10.78	9.8	9.9	9.5	9.6	9.8	10.2	10.3	10.3	10.6
COUNTRY	6.82	11.63	10.29	10.7	10.4	10.0	10.6	10.8	11.5	11.2	12.2	10.2
BLACK/URBAN	6.59	9.43	8.64	10.3	10.4	10.5	9.8	9.8	10.6	10.9	9.6	9.7
BTFL/EZ	1.30	10.27	7.77	7.7	8.5	8.8	10.0	10.7	10.7	11.9	13.5	15.2
MOR/VARIETY	16.31	NM	4.55	5.3	5.7	6.0	6.7	7.2	7.6	-	-	-
HISPANIC	8.29	1.01	3.04	3.1	3.0	2.7	2.9	2.6	3.0	2.6	2.6	2.4
NOSTALGIA/BIG BAND	9.98	0.27	2.98	2.9	3.0	3.3	4.0	4.0	4.5	4.1	2.4	0.9
JASS/NEW AGE	0.08	2.43	1.78	1.3	1.3	-	-	-	-	-	-	-
RELIGION/GOSPEL	3.99	0.91	1.77	1.9	1.8	1.5	1.8	1.8	1.7	1.6	1.3	1.2
CLASSICAL	0.36	2.21	1.70	1.3	1.5	1.6	1.5	1.5	1.5	1.5	1.4	1.4
OTHERS/UNKNOWN	1.69	0.15	0.58	0.6	0.8	0.9	0.7	0.4	0.4	0.3	0.3	0.5

CHANGES SINCE FALL 1987

	Changes in Format Share			Change in	Change in # of
	Since 1987	Since 1985	Since 1980	1/4 HR Totals	Stations (88 vs. 87)
AC/SOFT/OLDIES	+ 7.5%	+16.4%	NA	+10.9%	+46 (+10.7%)
CHR/TOP 40/CONTEMP	+ 5.9%	- 3.7%	NA	+ 8.9%	- 4 (- 1.6%)
AOR/CLASSIC	+ 3.3%	+15.3%	NA	+ 6.6%	+ 9 (+ 4.0%)
NEWS/TALK	+ 8.9%	+12.3%	+ 1.7%	+12.8%	+12 (+10.2%)
COUNTRY	- 1.1%	- 2.9%	+ 0.9%	+ 1.9%	+11 (+ 3.4%)
BLACK/URBAN	-16.9%	-11.8%	-10.9%	-14.4%	+11 (+ 6.5%)
BTFL/EZ	- 8.6%	-22.3%	-48.9%	- 6.1%	+ 3 (+ 2.1%)
MOR/VARIETY	-20.2%	-32.1%	NA	-17.6%	-10 (- 6.9%)
HISPANIC	+ 1.1%	+ 4.8%	+26.6%	+ 4.7%	+ 5 (+ 6.1%)
NOSTALGIA/BIG BAND	- 0.7%	-25.5%	NM	+ 1.8%	- 2 (- 2.0%)
JAZZ/NEW AGE	+36.2%	NM	NM	+38.3%	+ 5 (+14.3%)
RELIGION/GOSPEL	- 1.7%	- 1.7%	+47.5%	+ 0.0%	+16 (+ 9.9%)
CLASSICAL	+11.8%	+11.8%	+21.4%	+17.0%	+ 3 (+ 8.1%)
OTHERS/UNKNOWN	-27.5%	-17.1%	+16.0%	-24.9%	-45 (-29.2%)

NOTE: Overall listening was up 3.1%. Part of this was due to an APR increase. Part was due to the fact that Arbitron added 3 or 4 new markets this Fall. Part, but by no means all, of the decrease in Black/Urban listening was caused by certain stations (WPOW, KPWR and others) were reclassified as CHR.

BEST MARKETS FOR VARIOUS FORMATS

CHR/TOP 40

(National Average: %)

1.	Saginaw	33.0%
2.	Fort Wayne	33.0
3.	Harrisburg	31.8
4.	Lansing	30.7
5.	Roanoke	28.5
6.	JC-Kings	28.3
7.	Huntsville	28.1
	Lubbock	28.1
9.	Erie	27.0
	Appleton	27.0

BTFL/EZ

(National Average: %)

1.	West Palm	20.4%
2.	Allentown	20.2
3.	Daytona Beach	19.8
4.	Peoria	18.8
5.	Worcester	17.8
6.	Bridgeport	17.3
7.	Atlantic City	16.5
8.	Roanoke	15.9
9.	Chattanooga	15.6
10.	Kalamazoo	15.5

COUNTRY

(National Average: %)

1.	Huntington	42.6%
2.	Knoxville	40.9
3.	John Cty/King	39.2
4.	Wichita	32.9
5.	S. Beaumont	31.8
6.	Shreveport	30.9
7.	Corpus C.	29.6
8.	Chattanooga	28.7
9.	Huntsville	28.1
	Lubbock	28.1

NEWS/TALK

(National Average %)

1.	New York	21.0%
2.	Chicago	20.7
3.	St. Louis	19.6
4.	Philadephia	19.2
5.	S. Boston	19.1
6.	Seattle	15.5
7.	Los Angeles	15.0
8.	San Francisco	14.8
9.	West Palm	14.0
10.	Miami	13.3

MOR/VARIETY

(National Average: %)

1.	Syracuse	22.3%
2.	Eugene	20.4
3.	Minneapolis	19.6
4.	Omaha	19.3
5.	Hartford	18.4
6.	Canton	17.3
7.	Pittsburgh	16.8
8.	Louisville	16.5
9.	Worcester	16.4
10.	Buffalo	16.3

AOR/CLASSIC

(National Average: %)

1.	Denver	25.4%
2.	Worcester	21.9
3.	Salt Lake	21.5
4.	Akron	21.3
5.	Portland OR	21.3
6.	Portland ME	21.0
7.	Providence	20.9
8.	St. Louis	19.7
	Rochester	19.7
10.	Madison	19.1

AC/OLDIES

(National Average: %)

1.	Erie	39.4%
2.	Springfield MA	30.9
3.	Minneapolis	29.8
4.	Austin	29.0
5.	Portsmouth NH	27.7
6.	Tampa	27.5
7.	Anchorage	27.4
8.	West Palm	26.4
9.	Reno	26.1
10.	Des Moines	25.3

BLACK/URBAN

(National Average: %)

1.	New Orleans	34.2%
2.	Memphis	33.0
3.	Montgomery	29.9
4.	Mobile	26.7
5.	Birmingham	26.4
6.	Baton Rouge	26.3
7.	Shreveport	26.0
8.	Charleston SC	24.6
9.	Charlotte	23.7
10.	Green NC	23.3

NOSTALGIA

(National Average: %)

1.	Atlantic City	12.4%
2.	Tucson	12.1
3.	WB/Scranton	11.0
4.	Erie	8.7
5.	Allen-Beth	8.5
6.	Daytona Beach	8.4
7.	Tampa	8.2
8.	Portland, ME	8.1
9.	Cleveland	6.4
	Milwaukee	6.4

RELIGION/GOSPEL

(National Average: %)

1.	Birmingham	11.6%
2.	Lancaster	10.1
3.	Shreveport	9.8
4.	Memphis	9.1
5.	Jacksonville	8.9
6.	Norfolk	8.8
	Huntington WV	8.8
8.	Greensboro-WS	5.8
9.	Lexington	5.4
	Charleston SC	5.4

HISPANIC

(National Average: %)

1.	McAllen-Brown	42.5%
2.	El Paso	21.1
3.	Miami	20.2
4.	San Antonio	14.9
5.	Corpus Christi	13.7
6.	Fresno	11.6
7.	Los Angeles	10.9
8.	Salinas-Mont	10.0
9.	Bakersfield	9.8
10.	Stockton	8.0

CLASSICAL

(National Average: %)

1.	Anchorage	6.7%
2.	San Francisco	6.5
3.	Portland OR	4.1
4.	Seattle	4.0
	Salinas-Mont	4.0
6.	Denver	3.6
7.	New York	3.4
8.	Milwaukee	3.3
9.	San Diego	3.1
	Boston	3.1
	Milwaukee	3.1

JAZZ/NEW AGE

(National Average: %)

1.	Sacramento	7.9%
2.	San Francisco	7.1
3.	Anchorage	6.1
4.	San Diego	4.9
5.	Los Angeles	4.8
6.	Seattle	4.5
7.	Denver	3.5
8.	Cleveland	3.4
9.	Detroit	3.3
10.	Chicago	3.1

RADIO REPS AND THEIR LEADING STATIONS

This section attempts to rank the radio representatives by the ratings success of the stations they carry on their lists. For each time a rep firm had a leading station in a market it received one point. The number of stations/reps listed in each market depended on the market size. For markets one through ten, up to seven stations/reps were listed. In 100+ markets, only one or two stations/reps were listed.

The first table shows the number of stations a rep firm services which are among the leading facilities in its market. The second table shows the number of stations which the rep services which clearly rank number one in the ratings of its market.

I realize the limitations of a ranking like this. It penalizes reps which have small lists. It also doesn't cover reps which have the majority of their stations in unrated markets. It also ignores some stations which are very strong and very profitable (especially true in larger markets).

What this list does accomplish is that it indicates which rep firms have, to use a bridge term, the longest and strongest lists.

TABLE #1: REPS AND THEIR NUMBER OF HIGH RANKING STATIONS

	(7) 1-10	(6) 11-20	(5) 21-50	(4) 51-75	(3) 76-100	(2) 101-150	(1) 150+	F88 TOT	F87 TOT	F86 TOT	F85 TOT
1. Katz	9	9	20	18	15	18	2	91	(87)	(81)	(76)
2. Mc-Guild	5	9	18	14	8	14	2	70	(66)	(55)	(59)
3. Christal	9	6	12	14	5	7	2	55	(57)	(54)	(55)
4. Banner	5	7	12	4	8	6	-	42	(37)	(45)	(46)
5. Eastman	5	3	10	9	4	4	2	37	(42)	(46)	(50)
6. MMR	7	6	10	5	3	-	1	32	(34)	(30)	(25)
7. HNWH	2	3	9	3	3	9	-	29	(31)	(27)	(26)
8. Republic	5	1	3	6	2	4	-	21	(13)	(14)	(9)
9. Torbet	6	1	3	1	1	5	1	18	(23)	(22)	(28)
10. Durpetti	3	5	6	-	1	2	-	17	(11)	(10)	(3)
11. CBS	6	3	4	1	-	1	-	15	(16)	(11)	(16)
12. Group W	3	2	1	-	-	-	-	6	(9)	(9)	(-)

NOTE 1: Figures across the top of tables 1 and 2 are market rankings. The figure in parenthesis (on Table 1) is the maximum number of stations selected in that market size.

NOTE 2: Selections were generally based on 12+ Metro, 1/4 HR AVG, Broadcast Week. In a few cases TSA and Cume results were considered. In other cases combinations were considered. Some decisions were purely subjective on my part.

TABLE #2: REPS AND THEIR "NUMBER ONE" STATIONS

	1-10	11-20	21-50	51-75	76-100	101-150	150+	F88 TOT	F87 TOT	F86 TOT	F85 TOT
1. Katz	4	1	6	8	8	13	2	43	(41)	(35)	(33)
2. Christal	1	1	3	5	2	4	2	18	(16)	(12)	(15)
3. Mc-Guild	-	1	2	2	4	6	2	17	(17)	(11)	(13)
4. Eastman	-	1	3	2	2	3	2	13	(13)	(19)	(20)
5. Torbet	2	1	1	-	-	2	2	8	(9)	(9)	(10)
6. HNWH	-	1	3	-	-	3	-	7	(3)	(2)	(NA)
Banner	1	-	-	2	1	3	-	7	(9)	(16)	(13)

CBS, Durpetti -- 3 stations

Group W, Republic, MMR -- 2 stations

AMERICA'S LEADING RADIO GROUPS - 1/4 HOUR AVERAGE*

(FAL 85) RANK	(FAL 86) RANK	(FAL 87) RANK	FAL 88 RANK	GROUP	STATIONS	TOTAL	AVG PER STATION
(1)	(1)	(1)	1.	Capitol Cities/ABC	19	9401	495
(2)	(2)	(2)	2.	CBS	18	8357	557
(--)	(9)	(8)	3.	Emmis	11	5461	496
(4)	(3)	(3)	4.	Westinghouse	13	5061	389
(13)	(7)	(5)	5.	Infinity	13	5017	386
(3)	(4)	(4)	6.	RKO	9	4987	554
(11)	(13)	(12)	7.	Cox	12	4143	345
(6)	(5)	(7)	8.	Gannett	15	4049	270
(7)	(8)	(6)	9.	Malrite	10	3970	397
(29)	(22)	(23)	10.	Legacy	10	3596	360
(10)	(10)	(11)	11.	Great American	15	3527	235
(9)	(11)	(10)	12.	Bonneville	11	3400	309
(14)	(14)	(14)	13.	Viacom	7	2890	413
(32)	(28)	(26)	14.	Booth/Genesis	18	2831	157
(20)	(16)	(16)	15.	Susquehanna	18	2729	152
(12)	(17)	(15)	16.	Greater Media	12	2669	222
(46)	(31)	(22)	17.	Jacor	13	2621	202
(--)	(44)	(33)	18.	Noble	16	2616	164
(16)	(24)	(18)	19.	New City	13	2560	197
(25)	(23)	(24)	20.	Shamrock (Disney)	14	2397	131
(30)	(20)	(25)	21.	EZ	12	2294	191
(26)	(26)	(20)	22.	Summit	15	2280	152
(17)	(15)	(17)	23.	Park	16	2220	139
(21)	(19)	(21)	24.	Nationwide	14	2216	158
(19)	(27)	(30)	25.	Cook Inlet	9	2033	226
(15)	(21)	(27)	26.	Tribune Co.	5	2003	401
(44)	(30)	(28)	27.	Clear Channel	13	1837	141
(45)	(38)	(34)	28.	Beasley	14	1718	123
(18)	(25)	(29)	29.	Inner City	5	1673	335
(34)	(36)	(35)	30.	Pyramid	11	1598	145
(39)	(39)	(37)	31.	Edens	7	1574	225
(73)	(63)	(36)	32.	Sconnix	8	1547	193
(24)	(32)	(32)	33.	Jefferson-Pilot	9	1515	168
(83)	(47)	(45)	34.	Henry	13	1381	106
(--)	(41)	(41)	35.	Century	5	1355	271
(27)	(35)	(39)	36.	Stoner	11	1335	121
(--)	(--)	(--)	37.	Mediacomm	10	1293	129
(49)	(45)	(44)	38.	Entercom	10	1263	126
(--)	(--)	(54)	39.	Spanish Broadcast System	5	1187	237
(--)	(--)	(--)	40.	Fairmont	7	1178	168
(38)	(40)	(40)	41.	United	9	1153	128
(--)	(77)	(57)	42.	Heritage	10	1075	108
(41)	(42)	(50)	43.	Metroplex	8	1055	132
(33)	(43)	(43)	44.	Sandusky	7	1053	150
(43)	(34)	(48)	45.	Capitol - Goodmon	6	1048	175
(58)	(62)	(47)	46.	Brown	8	1024	128
(59)	(52)	(49)	47.	Capitol - Johnson	9	998	100
(42)	(48)	(51)	48.	Hearst	6	981	164
(52)	(46)	(42)	49.	Adams	10	964	96
(--)	(61)	(56)	50.	American Media	8	936	117
(56)	(51)	(46)	51.	Barnstable	8	921	115
(50)	(50)	(53)	52.	Federated	9	892	99
(--)	(60)	(58)	53.	Newmarket	5	869	174
(--)	(--)	(--)	54.	Saga	6	844	141
(--)	(--)	(--)	55.	Merv Griffin	6	830	138
(84)	(74)	(70)	56.	Buckley	11	816	74
(51)	(56)	(52)	57.	Tichenor	8	811	101
(63)	(65)	(57)	58.	King	6	781	130
(--)	(55)	(61)	59.	ML/WIN	6	769	128
(--)	(--)	(--)	60.	Ardman	6	763	127

(FAL 85) RANK	(FAL 86) RANK	(FAL 87) RANK	FAL 88 RANK	GROUP	STATIONS	TOTAL	AVG PER STATION
(62)	(58)	(63)	61.	Lotus	14	762	55
(95)	(93)	(55)	62.	Wilks-Schwartz	10	740	74
(35)	(37)	(38)	63.	Keymarket	6	698	116
(--)	(--)	(--)	64.	Hoker	5	687	137
(54)	(54)	(71)	65.	Multimedia	7	647	92
(77)	(64)	(64)	66.	Bloomington	7	621	89
(67)	(71)	(68)		Shamrock (Lynett)	6	621	104
(64)	(57)	(76)	68.	John Price	11	600	54
(58)	(66)	(59)	69.	Scripps-Howard	5	598	120
(71)	(72)	(73)	70.	Great Empire	8	572	72
(--)	(--)	(74)	71.	TK	6	552	92
(86)	(82)	(87)	72.	Willis	12	543	45
(--)	(--)	(--)	73.	Voyager	5	534	107
(66)	(75)	(75)	74.	Eastern	5	525	105
(--)	(--)	(--)	75.	Dittman	5	514	103
(--)	(--)	(81)	76.	Holt	7	491	70
(99)	(84)	(83)	77.	Fuller-Jeffrey	8	480	60
(--)	(--)	(--)	78.	Daytona	8	475	59
(89)	(86)	(78)	79.	Bahakel	11	472	43
(28)	(33)	(31)	80.	Price	6	461	77
(--)	(85)	(85)	81.	Midwest Comm.	8	441	55
(87)	(83)	(79)	82.	Rivero	6	436	73
(--)	(--)	(66)	83.	Osborn	6	427	71
(78)	(67)	(62)	84.	Olympia	6	423	71
(--)	(--)	(--)	85.	Wininger	5	419	84
(--)	(--)	(82)	86.	Interurban	6	413	69
(--)	(--)	(88)	87.	Mid Continent	6	412	69
(--)	(--)	(84)	88.	Anchor	5	402	80
(--)	(68)	(80)	89.	Encore	5	373	75
(--)	(--)	(--)	90.	Empire	5	366	73
(--)	(--)	(--)	91.	Roth	6	357	60
(101)	(95)	(90)	92.	Midwest Family	7	354	51
(100)	(96)	(92)	93.	Knight	5	352	70
(110)	(100)	(98)	94.	Home News	7	304	43
(--)	(--)	(--)	95.	Pinnacle	6	280	47
(--)	(--)	(99)	96.	Sunshine	6	268	45
(94)	(92)	(95)	97.	Hall	6	261	44
(--)	(--)	(--)	98.	Hartstone & Dickstein	6	238	40
(--)	(--)	(--)	99.	Premiere	5	232	46
(--)	(--)	(96)	100.	Davis	6	227	38
(--)	(97)	(91)	101.	Salem	11	202	18
(102)	(98)	(97)	102.	Brill	5	174	35
(114)	(103)	(103)	103.	Community Pacific	7	158	23
(105)	(102)	(104)	104.	Constant	6	156	26
(--)	(--)	(--)	105.	Sage	8	65	8

Based on AQH, Broadcast Week, 12+ TSA.
Simulcasts count as one station.
5 station minimum for listing.

AMERICA'S LEADING RADIO GROUPS - WEEKLY 12+ CUME

(FAL 85) RANK	(FAL 86) RANK	(FAL 87) RANK	FAL 88 RANK	GROUP	TOTAL CUME	AVG PER STATION
(2)	(1)	(1)	1.	Capital Cities/ABC	15,107,400	795,100
(1)	(2)	(2)	2.	CBS	14,897,700	827,700
(3)	(3)	(3)	3.	Westinghouse	9,293,900	714,900
(--)	(10)	(8)	4.	Emmis	8,864,400	805,900
(12)	(9)	(5)	5.	Infinity	7,697,100	592,100
(4)	(4)	(4)	6.	RKO	7,538,200	837,600
(6)	(5)	(7)	7.	Gannett	6,398,500	426,600
(8)	(8)	(6)	8.	Malrite	6,214,200	621,400
(10)	(12)	(12)	9.	Cox	6,167,000	513,900
(26)	(18)	(17)	10.	Legacy	5,882,700	588,300
(9)	(11)	(10)	11.	Bonneville	5,782,400	525,700
(11)	(13)	(13)	12.	Great American	5,162,600	344,200
(13)	(14)	(14)	13.	Greater Media	4,129,800	344,500
(14)	(15)	(15)	14.	Viacom	4,072,200	581,700
(20)	(17)	(16)	15.	Susquehanna	3,947,900	219,300
(46)	(27)	(23)	16.	Jacor	3,887,200	299,000
(21)	(23)	(22)	17.	Shamrock (Disney)	3,763,200	268,800
(33)	(31)	(31)	18.	Booth/Genesis	3,795,300	210,900
(--)	(43)	(34)	19.	Noble	3,682,100	230,100
(28)	(20)	(24)	20.	EZ	3,450,500	287,500
(18)	(19)	(20)	21.	Nationwide	3,359,000	239,900
(23)	(29)	(19)	22.	New City	3,161,400	243,200
(16)	(16)	(18)	23.	Park	3,141,300	196,300
(17)	(25)	(28)	24.	Cook Inlet	3,071,500	341,300
(15)	(22)	(25)	25.	Tribune Co.	2,853,600	570,700
(36)	(33)	(27)	26.	Summit	2,818,300	187,900
(32)	(35)	(30)	27.	Pyramid	2,616,200	237,800
(19)	(26)	(29)	28.	Inner City	2,443,300	488,700
(40)	(32)	(32)	29.	Clear Channel	2,405,100	185,000
(49)	(44)	(38)	30.	Beasley	2,244,500	160,300
(27)	(30)	(33)	31.	Jefferson-Pilot	2,178,400	240,200
(--)	(--)	(35)	32.	Sconnix	2,164,700	270,600
(43)	(41)	(37)	33.	Edens	2,081,800	297,400
(--)	(--)	(--)	34.	Fairmont	1,913,500	273,400
(--)	(48)	(42)	35.	Henry	1,853,000	142,500
(42)	(45)	(44)	36.	Entercom	1,837,400	183,700
(--)	(--)	(--)	37.	Mediacomm	1,825,700	182,600
(30)	(36)	(36)	38.	Sandusky	1,813,000	259,000
(35)	(38)	(39)	39.	United	1,782,000	198,000
(--)	(40)	(40)	40.	Century	1,748,600	349,700
(38)	(37)	(48)	41.	Metroplex	1,680,000	210,000
(37)	(42)	(43)	42.	Hearst	1,662,600	277,100
(34)	(39)	(45)	43.	Stoner	1,595,100	145,000
(--)	(--)	(--)	44.	Heritage	1,591,200	159,100
(48)	(49)	(49)	45.	King	1,552,100	258,600
(--)	(--)	(50)	46.	Brown	1,468,100	183,500
(41)	(34)	(47)	47.	Capitol (Goodmon)	1,464,700	244,100
(--)	(47)	(41)	48.	Adams	1,443,900	144,400
(--)	(--)	(--)	49.	Capitol (Johnson)	1,354,300	150,500
(--)	(--)	(--)	50.	Spanish Bdcst System	1,258,600	251,700

Based on 12+ Cume, TSA, Broadcast Week. Simulcasts count as one station.
NOTE: AUDIENCE FIGURES ARE NOT IN HUNDREDS

MAJOR GROUP OWNERS

		TSA AQH	TSA CUME	MSA RANK	MKT #		FORMAT
ADAMS (Matt Mills)							
WLAV-F	Gr. Rapids	100	1437	4	71	-	AOR
WLAV	Gr. Rapids	14	231	13	71	+	Oldies
WKLL	St. Louis	19	600	26	13	-	?
KEZK-F	St. Louis	335	4084	3	13	+	Btfl
KOOL	Phoenix	73	1089	15	20	+	Oldies
KOOL-F	Phoenix	140	2084	8	20	+	Oldies
KISS-F	San Ant.	105	1730	9	38	-	AOR
KHIH-F	Denver	97	1319	12	27	+	Jazz NA
KQUL	Seattle	DID NOT SHOW			20(ap)	-	Oldies
KZOK-F	Seattle	86	1860	18	20(ap)	-	AOR
AMERICAN MEDIA (Alan Beck, Art Kern)							
WAIK A/F	Long Is.	263	2937	1	11	+	AC
WDJO	Cinci	11	231	20	31	-	Oldies
WUBE-F	Cinci	179	2117	5	31	+	Country
WOCL-F	DB/Orl	217	2463	4	53	+	Oldies
KCEE	Tucson	25	401	11	78	+	Oldies
KWFM-F	Tucson	60	1086	4	78	-	AC
KMEN	River-SB	20	347	23	18	+	Black
KGGI-F	River-SB	161	2570	2	18	+	CHR
ANCHOR (Alan Henry)							
KLDD	Dallas	58	1258	26	9	+	Oldies
KZEW-F	Dallas	153	3389	17	9	-	Classic Rk
KZRR A/F	Albuq	87	1143	5	101	+	Classic Rk
KORK	LV	40	447	8	83	-	Nostalgia
KYRK-F	LV	67	921	5	83	-	CHR
ARDMAN							
WPHR-F	Cleve	180	3261	12	24	+	CHR
WEZI A/F	Memphis	84	1096	9	48	-	BTFL
WTIP	Char, WV*	4	100	12	162	+	AC
WVSR-F	Char, WV*	74	997	3	162	-	CHR
WZOU-F	Boston	421	6953	7	6	-	CHR
WWSD	Talla*	DID NOT SHOW			190	-	?
BAHAKEL							
KXEL	Water-CF*	19	245	9	239	-	Country
KOKZ-F	Water-CF*	58	924	2	239	+	CHR
WDOD	Chatt	12	211	10	110	-	Country
WDOD-F	Chatt	87	1148	6	110	-	Country
WKIN	JC-Kings	3	86	19	106	-	Country
WZXY-F	JC-Kings	27	438	5	106	+	CHR
WWOD	Roan/Lynch	DID NOT SHOW			125(ap)	-	
WKZZ-F	Roan/Lynch	21	399	9	125(ap)	=	CHR
WXLY-F	Char, SC	32	576	8	98	-	AC
KILO-F	Colo Spg	61	869	1	119	-	AOR
WPET	Greens/WS	12	151	19	57	+	Religion
WKSI-F	Greens/WS	140	2155	6	57	+	CHR
BARNSTABLE (Dave Gingold)							
WGKX-F	Memphis	182	2482	3	48	+	Country
WSLR	Akron	33	477	11	76	+	Country
WKDD-F	Akron	151	2263	2	76	-	CHR
WHLI	Long Is	145	993	9	11	-	Nostalgia
WKJY-F	Long Is	152	1744	8	11	+	Nostalgia
WHOM-F	Mt.Wash/Port	81	831	9	183	-	BTFL
WHKS-F	Harris	9	303	18	87	+	AC
WGNA A/F	Albany	168	1667	4	60	+	Country
BEASLEY (Allen Shaw)							
WXTU-F	Phila	423	5491	11	4	+	Country
WTEL	Phila	DID NOT SHOW			4	-	
WBLX	Mobile	12	242	13	102	+	Gospel
WBLX-F	Mobile	151	1444	3	102	-	Black
WPOW-F	Miami	236	3598	4	13	-	Urban/CHR
WFAI	Fayette,NC*	5	88	17	166	-	Nostalgia
WKML-F	Fayette,NC*	134	1469	3	166	+	Country
WFTC	Green, NC	DID NOT SHOW			NA	-	
WRNS-F	Green, NC	168	1598	2	NA	-	Country
WBIG-F	Greens/WS	106	1536	8	57	-	Urban
WCKZ A/F	Char, NC	199	2602	3	44	+	Urban/CHR
KAAY	L. Rock	16	382	13	96	+	Religion
WYSY-F	Aur/Chi	103	1982	27	3	+	AC
WJHM-F	Orlando	165	2013	10	53	+	Black

		TSA AQH	TSA CUME	MSA RANK	MKT #		FORMAT
BLOOMINGTON (Tim Ives)							
WJCW	JC/King	43	534	4	106	-	Country
WQUT-F	JC/King	168	2093	1	106	-	CHR
WGOW	Chatt	2	110	15	110	-	AC
WSKZ-F	Chatt	216	2239	1	110	-	CHR
WKLQ-F	Gr. Rapids	79	1276	6	71	-	CHR
WJBC	Bloom, IL*	58	574	1	290	+	MOR
WBNQ-F	Bloom, IL*	55	694	2	290	+	CHR
BONNEVILLE (Rodney Brady)							
KBIG-F	LA	627	10383	8	2	-	AC
KOIT A/F	SF	354	6588	5	5(ap)	+	Soft AC
WCLR-F	Chi	392	7166	14	3	=	AC
KMBZ	KC	94	1654	12	29	-	MOR
KMBR-F	KC	167	2727	6	29	-	BTFL
WNSR-F	NY	862	14792	15	1	+	AC
KSL	SLC	135	2951	5	45	-	MOR
KIRO	Seattle	404	6904	1	20(ap)	-	News
KSEA-F	Seattle	120	1787	12	20(ap)	-	BTFL
KAAM	Dallas	85	1041	21	9	+	Nostalgia
KZPS-F	Dallas	160	2831	15	9	+	Oldies
BOOTH/GENESIS (John Booth II, Marty Greenburg)							
WZPL-F	Indy	237	3591	3	40	-	CHR
WZZP-F	South Bend*	78	1058	5	179	=	CHR
WJLB-F	Detroit	447	5288	2	5	-	Black
WSGW	Sag-BC	70	863	4	116	-	MOR
WIOG-F	Sag-BC	429	4373	1	116	+	CHR
WTOD	Toledo	65	471	7	81	+	Country
WKKO-F	Toledo	141	1358	2	81	+	Country
WRMR	Cleve	205	2182	8	24	+	Nostalgia
WLTF-F	Cleve	332	4673	2	24	+	AC
WSAI	Cinci	43	634	14	31	+	Oldies
WWNK-F	Cinci	132	2128	8	31	+	AC
KRZN	Denver	26	510	24	27	+	Oldies
KMJI-F	Denver	137	2182	10	27	=	AC
KSMJ	Sacra	25	515	17	34	-	Oldies
KSFM-F	Sacra	131	2874	8	34	-	CHR
KBTS-F	Austin	134	2110	3	66	+	CHR
KONO	San Ant.	60	1037	15	38	+	Oldies
KITY-F	San Ant.	139	2166	3	38	-	CHR
BRILL (Alan Brill)							
KQWB	Fargo*	14	296	8	249	-	AC
KQWB-F	Fargo*	46	483	3	249	-	AOR
WEBC	Duluth*	24	495	10	180	-	MOR
WAVC-F	Duluth*	33	472	7	180	-	Country
WIOV-F	Lanc	57	898	5	115	+	Country
BROWN (Phil Melrose)							
KYNO	Fresno	3	123	26	82	-	Black
KYNO-F	Fresno	48	958	7	82	-	CHR
KPOP	San Diego	144	1205	9	16	+	Nostalgia
KGB-F	San Diego	233	3329	2	16	=	AOR
KXOA	Sacra	54	661	14	34	+	Nostalgia
KXOA-F	Sacra	144	2541	5	34	-	AC
KKAT-F	SLC	173	2341	2	45	-	Country
KKSF-F	SF	225	3523	14	5(ap)	=	Jazz/AC
BUCKLEY (Richard Buckley)							
WDRC	Hartford	21	625	17	43	-	Oldies
WDRC-F	Hartford	255	3360	4	43	-	Oldies
KWAV-F	Sal/Mont	48	693	4	98(ap)	+	AC
KKHI A/F	SF	246	3260	9	5(ap)	+	Classical
WSEN A/F	Syra	52	881	7	74	+	Country
WYNZ	Port M.	40	305	3	183	-	Nostalgia
WYNZ-F	Port M.	24	365	10	183	+	AC
KGIL A/F	San Fern/LA	52	1219	40	2	-	Talk
KLLY-F	Bakers	27	403	8	95	=	AC
KUBB-F	Modesto	51	710	11	140	-	Country
KSEQ-F	Fresno	DID NOT SHOW			82	-	?

NOTE: Audience figures are Mon-Sun, 6A-Mid, 12+, TSA or MSA. The MSA rank is as of 1988. The "+", "-", or "=" figures show the change in the stations 12+ Metro Share since the Fall 1987 sweep.

*Indicates that the market was rated only during the Spring.

CAPITAL CITIES/ABC (Jim Arcara)

		TSA AQH	TSA CUME	MSA RANK	MKT #		FORMAT
WJR	Detroit	784	11451	1	5	-	MOR
WHYT-F	Detroit	241	6292	13	5	-	CHR
WPRO	Providence	86	1607	7	58	-	MOR
WPRO-F	Providence	326	44[illegible]	1	58	-	CHR
WBAP	Dallas-Fw	548	7324	5	9	+	Country
KSCS-F	Dallas-Fw	487	6106	2	9	+	Country
WABC	NY	1025	15342	13	1	+	Talk
WPLJ-F	NY	1042	20701	9	1	-	CHR
WLS	Chicago	302	6121	20	3	-	AC
WYTZ-F	Chicago	527	10126	10	3	+	CHR
KGO	SF	928	12343	1	5(ap)	+	News/Talk
KABC	LA	929	12639	4	2	-	Talk
KLOS-F	LA	791	12168	6	2	-	AOR
WMAL	Washington	304	5261	5	7	-	MOR
WRQX-F	Washington	293	6300	8	7	+	CHR
KQRS A/F	Minn-SP	347	5345	3	14	-	AOR
WKHX	Atl	11	290	23	11	-	Country
WKHX-F	Atl	361	4101	7	11	-	Country
KRXY A/F	Denver	169	3137	5	27	-	CHR

CAPITOL (Jim Goodmon)

		TSA AQH	TSA CUME	MSA RANK	MKT #		FORMAT
WRNL	Rich	9	283	18	62	-	Oldies
WRXL-F	Rich	157	1709	3	62	-	AOR
WRAL-F	Raleigh	229	3233	6	70	-	AC
WWMX-F	Balt	259	3549	3	15	+	AC
WNVZ-F	Norfolk	179	2726	5	33	-	CHR
WSTF-F	Mel/Orl	215	3108	5	53	-	AC

CAPITOL (Ken Johnson)

		TSA AQH	TSA CUME	MSA RANK	MKT #		FORMAT
WKSJ A/F	Mobile	133	1363	1	102	+	Country
WCAW	Char, WV*	30	443	5	162	-	Country
WVAF-F	Char, WV*	73	1013	2	162	+	AC
WMJJ-F	Birm	205	2461	2	56	+	AC
WRKA-F	Louis	81	1743	6	51	-	AC
WLVK-F	Char, NC	216	2592	7	44	-	Country
WGFX-F	Nash	108	1710	8	52	-	Classic Rk
WTRG-F	Raleigh	96	1479	11	70	-	AC
KQFX-F	Austin	56	1139	8	66	+	Oldies

CENTURY (Tony Carlos)

		TSA AQH	TSA CUME	MSA RANK	MKT #		FORMAT
WXEZ A/F	Chicago	760	8650	3	3	=	BTFL
WLFF	Tampa	46	382	17	21	+	Nostalgia
KMEL-F	SF	45[illegible]	7389	2	5(ap)	+	CHR
KYBG	Denver	26	653	22	27	+	?
KZRX-F	Denver	26	412	23	27	-	AOR

CBS (Nancy Widman)

		TSA AQH	TSA CUME	MSA RANK	MKT #		FORMAT
WCBS	NY	1135	22697	10	1	+	News
WCBS-F	NY	1285	18405	6	1	+	Oldies
KNX	LA	724	15121	7	2	+	News
KNX-F	LA	248	5586	28	2	-	AOR
WBBM	Chicago	796	14689	4	9	-	News
WBBM-F	Chicago	408	10730	11	9	-	CHR
KMOX	St. Louis	725	8497	1	13	-	Oldies
KLOU-F	St. Louis	242	4383	6	13	+	Talk
WCAU	Phila	286	5845	13	4	+	News/Talk
WOGL-F	Phila	243	5140	18	4	-	Oldies
WODS-F	Boston	435	6631	6	6	+	Oldies
KCBS	SF	490	10280	3	5(ap)	-	News/Talk
KRQR-F	SF	250	4177	12	5(ap)	+	AOR
WSUN	Tampa	123	1935	12	21	=	Country
WYNF-F	Tampa	339	3772	4	21	+	AOR
KLTR-F	Houston	198	3646	11	8	+	AOR
WLTT-F	Washington	199	3417	12	7	+	AC
KTXQ-F	Dallas	231	4026	11	9	-	AOR

COMMUNITY PACIFIC

		TSA AQH	TSA CUME	MSA RANK	MKT #		FORMAT
KFIV	Modesto	3	108	20	140	+	AC
KFIV-F	Modesto	32	575	5	140	-	AC
KTOM	Sal-Mont	13	185	18	98	-	Country
KTOM-F	Sal-Mont	38	512	7	98	-	Country
KEED	Eugene	6	112	11	165	-	Country
KSND-F	Eugene	39	631	1	165	-	CHR
KASH A/F	Anchorage	27	298	5	185	+	Country

CLEAR CHANNEL (Lowry Mays)

		TSA AQH	TSA CUME	MSA RANK	MKT #		FORMAT
KALO	Beau-PA	35	305	6	126	+	Black
KHYS-F	Beau-PA	66	574	1	126	-	Black
WOAI	San Ant	170	2300	5	38	+	News/Talk
KAJA-F	San Ant	107	1690	7	38	+	Country
KAKC	Tulsa	5	226	16	68	+	Oldies
KMOD-F	Tulsa	196	2017	1	68	+	AOR
KPEZ-F	Austin	35	874	9	66	-	Classic Rk
WELI	N. Haven	78	1084	2	94	-	MOR
WQUE A/F	New Orl	296	3641	1	36	-	Urban
KTOK	Okl City	101	1693	5	46	-	News/Talk
KJYO-F	Okl City	184	2828	2	46	-	CHR
WHAS	Louis	242	3320	2	51	-	MOR
WAMZ-F	Louis	322	3499	1	52	+	Country

CONSTANT (Fred Constant)

		TSA AQH	TSA CUME	MSA RANK	MKT #		FORMAT
KQLO	Reno	6	104	14	180	-	Country
KWNZ-F	Reno	80	938	2	180	+	CHR
KDUK	Eugene	11	139	8	165	-	Nostalgia
KLCX-F	Eugene	12	214	[illegible]	165	-	Classic Rk
KIZN	Boise*	DID NOT SHOW			206	-	Country
KIZN-F	Boise*	47	525	5	206	+	Country

COOK INLET (Dan Mason)

		TSA AQH	TSA CUME	MSA RANK	MKT #		FORMAT
KZOL A/F	SLC/Provo	20	651	21	45	-	Oldies
WPGC-F	Wash	339	4868	4	7	+	CHR/Urban
WPGC	Wash	DID NOT SHOW			7	-	Busin.News
KFMK-F	Houston	235	3006	9	8	-	AC
WZLX-F	Boston	388	5120	8	6	+	Clas. AOR
WUSN-F	Chicago	383	5595	13	9	+	Country
KUBE-F	Seattle	314	5242	2	20(ap)	+	CHR
WZGC-F	Atl	266	4534	9	11	=	CHR
KSLX A/F	Phoenix	89	1699	11	20	-	AOR

COX (Nick Trigony)

		TSA AQH	TSA CUME	MSA RANK	MKT #		FORMAT
WSB	Atl	312	4925	6	11	-	MOR
WSB-F	Atl	474	6034	1	11	+	AC
WSOC	Char, NC	9	260	17	44	-	Country
WSOC-F	Char, NC	400	4325	1	44	+	Country
WHIO	Dayton	104	1472	5	55	-	MOR
WHIO-F	Dayton	171	2407	3	55	-	BTFL
KFI	LA	330	6629	24	2	=	Talk
KOST-F	LA	1002	15626	3	2	+	AC
WIOD	Miami	269	4409	3	13(ap)	+	Talk
WGTR-F	Miami	172	2880	18	13(ap)	-	AOR
WCKG-F	Chicago	546	8484	6	9	+	AOR
WWRM-F	Tampa	354	4219	2	21	-	AC

DAVIS (Greg Davis)

		TSA AQH	TSA CUME	MSA RANK	MKT #		FORMAT
WIBB	Macon*	22	273	8	154	-	Black
WFXM-F	Macon*	41	498	5	154	+	Black
WTHB	Aug, GA*	DID NOT SHOW			116	-	
WFXA-F	Aug, GA*	70	802	3	116	-	Black
WOKS	Colum, GA*	40	364	3	174	-	Black
WFXE-F	Columb, GA*	54	617	1	174	-	Black

DAYTONA (Carl Como)

		TSA AQH	TSA CUME	MSA RANK	MKT #		FORMAT
KIVA-F	Albuq	47	1065	8	101	-	CHR
KRGE	McA-Brown	19	344	11	71(ap)	-	Oldies
KRIX-F	McA-Brown	40	590	8	71(ap)	-	AOR
KXYQ-F	Sal/Port O	217	3076	3	42	+	CHR
KGRX-F	Globe/Phoe	44	664	18	20	-	Jazz/NA
WCOA	Pensa	31	403	9	136	+	MOR
WJLQ-F	Pensa	50	812	6	136	+	CHR
WVMX-F	Richmond	27	598	11	62	+	AC

DITTMAN

		TSA AQH	TSA CUME	MSA RANK	MKT #		FORMAT
WAPI	Birm	66	911	6	56	=	Nostalgia
WAPI-F	Birm	182	2828	4	56	-	CHR
WABB	Mobile	5	183	21	102	-	Black
WABB-F	Mobile	156	2177	2	102	-	CHR
KMPZ-F	Memphis	105	1707	10	48		CHR

EASTERN (Roger Neuhoff)

		TSA AQH	TSA CUME	MSA RANK	MKT #		FORMAT
WWAZ	Prov	57	624	11	58	+	Nostalgia
WWLI-F	Prov	153	1915	4	58	-	AC
WRKZ-F	Harris	157	1876	2	87	+	Country
WEST	Allen-Beth	36	343	7	73	-	Nostalgia
WLEV-F	Allen-Beth	122	1545	3	73	=	AC

EDENS (Gary Edens)

		TSA AQH	TSA CUME	MSA RANK	MKT #		FORMAT
KOY	Pheonix	34	850	18	20	-	MOR
KOY-F	Phoenix	158	2843	7	20	+	CHR
WRBQ A/F	Tampa	577	6400	1	21	-	CHR
WRVA	Richmond	162	2137	2	62	-	MOR
WRVQ-F	Richmond	205	2686	1	62	+	AOR
WWDE-F	Norfolk	121	1846	7	33	-	AC
KKLQ A/F	S. Diego	317	4056	1	16	+	CHR

EMMIS (Jeff Smulyan)

		TSA AQH	TSA CUME	MSA RANK	MKT #		FORMAT
WENS-F	Indy	161	2831	6	40	+	AC
WLOL-F	Minn-SP	250	5034	8	14	-	CHR
KSHE-F	St. Lou	493	5439	2	13	=	AOR
KPWR-F	LA	1234	18883	1	2	-	CHR
WFAN	NY	697	14217	17	1	+	Sports
WQHT-F	NY	1117	15198	8	1	+	CHR
KXXX-F	SF	178	4059	16	5(ap)	-	CHR
WKQX-F	Chi	511	9524	9	3	+	AC
WJIB-F	Boston	358	4235	4	6	-	BTFL
WAVA-F	Wash	264	6064	7	7	=	CHR
KRBE-F	Houston	198	3160	11	8	-	AC

EMPIRE (Dennis Israel)

		TSA AQH	TSA CUME	MSA RANK	MKT #		FORMAT
WGY	Albany	175	2736	3	60	-	MOR
WGY-F	Albany	84	.2017	7	60	-	CHR
WFBG	Altoona*	60	626	2	270	-	MOR/AC
WFBG-F	Altoona*	26	430	3	270	-	BTFL
WJYY-F	Con/Manch*	21	423	13	246	-	AC

ENCORE (George Duncan)

		TSA AQH	TSA CUME	MSA RANK	MKT #		FORMAT
KVKI-F	Shreve	29	677	8	129	-	AC
KBFM-F	McA-Brown	168	1825	1	71(ap)	+	CHR
KHFI-F	Austin	56	1125	6	66	-	CHR
KZOU	L. Rock	3	74	15	96	-	Oldies
KZOU-F	L. Rock	117	1788	5	96	-	CHR

ENTERCOM (Joseph Field)

		TSA AQH	TSA CUME	MSA RANK	MKT #		FORMAT
KITS-F	SF	255	3673	8	5(ap)	+	CHR
WAYL	Minn-SP	46	876	15	14	+	BTFL
KLXK-F	Minn-SP	255	3799	5	14	+	Oldies
KLDE-F	Houston	128	2664	15	8	+	Oldies
KTAC	Sea/Tac	DID NOT SHOW			20(ap)	-	MOR
KBRD-F	Sea/Tac	182	1994	8	20(ap)	=	BTFL
WXCR-F	Tampa	52	780	15	21	-	Classical
WEEP	Pitts	54	709	17	19	-	Oldies
WDSY-F	Pitts	219	2608	9	19	+	Country
KLTE-F	Okl City	72	1271	9	46	+	AC

EZ (Alan Box)

		TSA AQH	TSA CUME	MSA RANK	MKT #		FORMAT
WEZB-F	New Orl	224	3672	2	36	+	CHR
WEZC-F	Char, NC	128	2054	11	44	-	AC
WBZZ-F	Pitts	385	5993	2	19	-	CHR
WHQT-F	Miami	296	4288	2	13(ap)	+	Urban/CHR
KYKY-F	St. Lou	188	2843	8	13	+	AC
KAMJ A/F	Phoenix	83	1432	14	20	-	Soft AC
KRAK	Sacra	173	2270	11	34	+	Country
KRAK-F	Sacra	206	2617	2	34	-	Country
WOKV	Jkville	34	631	12	59	-	News/Talk
WAIV-F	Jkville	107	1497	4	59	-	AC
KMPS A/F	Seattle	232	3047	3	20(ap)	-	
WIOQ-F	Phila	238	4161	16	4	+	Oldies

FAIRMONT (John Hayes)

		TSA AQH	TSA CUME	MSA RANK	MKT #		FORMAT
KIOI-F	SF	333	6055	6	5(ap)	+	AC
WMT	Detroit	82	1009	22	5	+	Oldies
W -F	Detroit	331	5381	5	5	+	AC
LAC	Nash	46	972	11	52	-	News
WLAC-F	Nash	141	2187	6	52	+	AC
KKOB	Albuq	114	1801	2	101	-	MOR
KKOB-F	Albuq	131	1730	1	101	-	AC

FEDERATED (John Dille, III)

		TSA AQH	TSA CUME	MSA RANK	MKT #		FORMAT
WYEZ-F	S. Bend*	82	1023	4	179	-	BTFL
WQHK	Ft. Wayne	32	470	7	131	-	Country
WMEE-F	Ft. Wayne	286	2741	1	131	+	CHR
WCUZ	Gr. Rapids	29	522	10	71	-	Country
WCUZ-F	Gr. Rapids	91	1386	7	71	-	Country
WCKY	Cinci	121	1619	7	31	+	News/Talk
WWEZ-F	Cinci	202	2265	3	31	+	BTFL
KSKS	Tulsa	DID NOT SHOW			68	-	
KVLT-F	Tulsa	49	894	12	68	-	Soft AC

FULLER-JEFFREY (Bob Fuller)

		TSA AQH	TSA CUME	MSA RANK	MKT #		FORMAT
KJJY	Des Moines	7	144	12	122	-	Country
KJJY-F	Des Moines	58	794	6	122	+	Country
WOKQ-F	Dover, NH	64	678	1	141	-	Country
WBLM-F	Port M	90	1198	2	183	+	AOR
KRCX	Sacra	41	378	15	34	+	Hispanic
KRXQ-F	Sacra	127	1788	6	34	+	AOR
KHOP-F	Modes/Stock	80	1560	3	140	+	CHR
KLRS-F	Salinas/SC	13	281	18	98(ap)	-	Jazz/NA

GANNETT (Jay Cook)

		TSA AQH	TSA CUME	MSA RANK	MKT #		FORMAT
KIIS	LA	115	2451	36	2	+	Dance Mus.
KIIS-F	LA	1144	20843	2	2	-	CHR
KSDO	SD	208	2797	4	16	+	News/Talk
KSWV-F	SD	55	1109	17	16	+	Jazz/NA
WGCI	Chi	34	1381	32	3	-	Black
WGCI-F	Chi	826	9650	2	3	-	Black
KUSA	St. Lou	91	1836	15	13	-	Country
KSD-F	St. Lou	278	3724	4	13	+	Class. Rk
WDAE	Tampa	91	934	12	21	+	Nostalgia
WUSA-F	Tampa	171	2392	6	21	=	AC
KKBQ A/F	Houston	414	6997	2	8	+	CHR
KOAI-F	Dallas	161	2749	16	9	-	Jazz/NA
KNUA-F	Seattle	98	1542	14	20(ap)	+	Jazz/NA
KCMO	KC	257	3454	2	29	+	News/Talk
KCPW-F	KC	106	2126	11	29	+	CHR

GREAT AMERICAN (Dave Milner)

		TSA AQH	TSA CUME	MSA RANK	MKT #		FORMAT
WDAF	KC	464	5332	1	29	-	Country
KYYS-F	KC	192	2674	4	29	-	AOR
WKRC	Cinci	111	2774	10	31	-	MOR/AC
WKRQ-F	Cinci	262	4016	2	31	-	CHR
WTVN	Col, O	180	2740	4	35	-	MOR
WLVQ-F	Col, O	203	2711	3	35	+	AOR
WDVE-F	Pitts	416	5553	4	19	+	AOR
K	Port O	136	1920	7	42	-	MOR
KKRZ-F	Port O	177	2965	1	42	+	CHR
WNDE	Indy	15	472	15	40	-	Talk
WFBQ-F	Indy	443	5256	1	40	+	AOR
WKLS-F	Atl	386	4969	2	11	+	AOR
WRIF-F	Detroit	257	5795	11	5	-	AOR
WLZR A/F	Milw	168	2384	6	32	+	AOR
KROY-F	Sacra	117	2065	7	34	+	CHR

GREAT EMPIRE (Mike Oatman, Mike Lynch)

		TSA AQH	TSA CUME	MSA RANK	MKT #		FORMAT
KFDI	Wich	68	881	6	103	+	Country
KFDI-F	Wich	90	1166	3	103	-	Country
KWKH	Shreve	51	783	10	129	-	Country
KWKH-F	Shreve	30	765	11	129	-	Country
WOW	Omaha	92	1484	9	79	-	Country
WOW-F	Omaha	90	1018	5	79	+	Country
KTTS	Spring, MO*	25	471	6	183	+	Country
KTTS-F	Spring, MO*	126	1455	2	183	-	Country

GREATER MEDIA (Herb McCord)

		TSA AQH	TSA CUME	MSA RANK	MKT #		FORMAT
WMEX	Boston	32	765	24	6	-	Oldies
WMJX-F	Boston	219	4069	11	6	+	AC
WWRC	Wash	126	1992	17	7	=	Talk
WGAY-F	Wash	358	4690	2	7	-	BTFL
KRLA	LA	230	3955	27	2	+	Oldies
KLSX-F	LA	392	8053	17	2	-	Class. Rk
WHND	Detroit	46	771	28	5	-	Oldies
WCSX-F	Detroit	231	4490	13	5	-	Class. Rk
WPEN	Phila	410	4242	6	4	+	Nostalgia
WMGK-F	Phila	403	6048	9	4	=	AC
WGSM	Long Is.	101	798	22	11	=	MOR
WCTO-F	Long Is.	121	1425	15	11	+	BTFL

HALL

		TSA AQH	TSA CUME	MSA RANK	MKT #		FORMAT
WLPA	Lancaster	9	244	13	115	-	Nostalgia
WNCE-F	Lancaster	119	1387	2	115	-	BTFL
WONN	Lakeland*	11	188	11	119	-	Nostalgia
WPCV-F	Lakeland*	71	708	1	119	+	Country
WAMR	Sarasota*	32	274	5	106	+	Big Band
WCTQ-F	Sarasota*	19	231	10	106	+	Country

HARTSTONE & DICKSTEIN

		TSA AQH	TSA CUME	MSA RANK	MKT #		FORMAT
WTLB	Utica*	21	300	8	148	+	MOR
WRCK-F	Utica*	44	716	6	148	+	CHR
WFPG	Atl City	5	167	13	151	NA	BTFL
WFPG-F	Atl City	54	454	2	151	NA	BTFL
WBBW	Young	39	616	8	97	-	Talk
WBBG-F	Young	75	894	5	97	+	Oldies

		TSA AQH	TSA CUME	MSA RANK	MKT #		FORMAT
HEARST (Dave Barrett)							
WBAL	Baltimore	221	3609	5	14	-	News/Talk
WIYY-F	Baltimore	173	2859	7	14	+	AOR
WISN	Milwaukee	97	1861	11	32	+	News/Talk
WLTQ-F	Milwaukee	113	1871	8	32	-	AC
WTAE	Pitts	185	3460	6	19	+	Talk
WHTX-F	Pitts	92	2966	10	19	-	AC
HENRY (Charlton Buckley)							
KVOD-F	Denver	132	1619	11	27	+	Classical
KRSO	River-SB	46	543	11	18	+	News/Talk
KDUO-F	River-SB	194	1615	1	18	+	BTFL
KYTE	Port O	76	1021	12	42	-	Nostalgia
KYTE-F	Port O	80	1561	11	42	-	Classical
KDON	Sal-Mont	4	146	31	98(ap)	-	Hispanic
KDON-F	Sal-Mont	75	1170	1	98(ap)	+	CHR
KFAB	Omaha	275	3878	1	79	-	MOR
KGOR-F	Omaha	146	2029	4	79	+	CHR
KMJ	Fresno	121	1647	1	82	+	News/Talk
KFYE-F	Fresno	52	970	10	82	+	AC
KIKI	Hono	68	923	8	61	+	Oldies
KMAI-F	Hono	112	1458	4	61	+	CHR
HERITAGE (Paul Fiddick)							
KDAY	LA	214	3319	25	2	-	Black
WIL	St. Louis	29	693	22	13	-	Country
WIL-F	St. Louis	256	3315	7	13	+	Country
WBBF	Roch	11	410	12	47	-	Country
WBEE-F	Roch	165	1570	3	47	+	Country
WEMP	Milwaukee	44	1106	16	32	-	Oldies
WMYX-F	Milwaukee	130	1947	9	32	-	AC
KKSN	Port O	7	323	24	42	-	AC
KKSN-F	Port O	82	1383	12	42	+	AC
KRPM A/F	Seattle	137	1846	17	20(ap)	-	Country
HOLT (Art Holt)							
WBOP	Pensa	22	326	10	136	-	Black
WTKX-F	Pensa	84	866	3	136	-	AOR
WZZO-F	Allen-Beth	138	1670	2	73	-	AOR
WKAP	Allen-Beth	32	414	9	73	-	Nostalgia
WOKJ	Jack, MS*	11	345	14	116	-	Black
WJMI-F	Jack, MS*	194	1876	1	116	-	Black
WBNE-F	WB/Scranton	10	129	24	69	+	Country
HOKER (Jay Hoker)							
WOFX-F	Cinci	141	2374	9	31	+	Oldies
WDTX-F	Detroit	339	5592	3	5	+	CHR
KCFX-F	KC	111	1762	13	29	+	Classic Rk
WRXJ	Jkville	12	195	14	59	+	Oldies
WCRJ-F	Jkville	84	1087	7	59	+	Country
HOME NEWS (Ron Tarsi)							
KAQQ	Spokane	21	395	10	130	+	MOR
KISC-F	Spokane	79	880	2	130	+	AC
WRKI-F	Bridge	15	325	12	107	+	AOR
WKPT	JC-King	25	304	6	106	+	BTFL
WTFM-F	JC-King	115	1377	3	106	+	AC
KWG	Stock	26	277	5	104	-	Oldies
KYBB-F	Stock	23	370	6	104	-	AC
INFINITY (Mel Karmazin)							
WJIT	NY	239	2512	28	1	=	Hispanic
WXRK-F	NY	1060	16602	12	1	+	Classic Rk
KROQ-F	LA	609	9959	11	2	-	AOR
WYSP-F	Phila	514	9398	7	4	+	AOR
WBCN-F	Boston	372	6668	8	6	-	AOR
KOME-F	SJ	134	2299	7	30	+	AOR
KXYZ	Houston	66	829	17	8	+	Hispanic
WJJD	Chi	305	3706	18	3	-	Nostalgia
WJMK-F	Chi	570	10337	7	3	+	Oldies
WJFK-F	Wash	73	1872	20	7	-	Classic Rk
WOYK A/F	Tampa	321	3077	3	21	-	Country
KVIL A/F	Dallas	473	5457	1	9	-	AC
WOMC-F	Detroit	281	4255	9	5	+	AC

		TSA AQH	TSA CUME	MSA RANK	MKT #		FORMAT
INNER CITY (Charles Warfield)							
WLIB	NY	358	3770	25	1	+	Black
WBLS-F	NY	985	14829	11	1	-	Black
KBLX A/F	SF	242	4153	10	5(ap)	+	U/AC
KSJL	San Ant	23	276	21	38	+	CHR
KSAQ-F	San Ant	65	1405	13	38	+	CHR
INTERURBAN							
KATZ	St. Lou	70	797	12	13	-	Black
KATZ-F	St. Lou	40	821	20	13	-	Black
WYLD	New Orl	59	915	12	36	+	Black
WYLD-F	New Orl	183	2207	4	36	-	Black
WIZF-F	Cinci	61	816	12	31	-	Black
WSAI	Savan*	DID NOT SHOW					
JACOR (Frank Wood)							
WQIK	Jkville	11	201	16	59	-	Country
WQIK-F	Jkville	181	2060	3	59	-	Country
WMJI-F	Cleve	254	4281	7	24	-	AC
WGST	Atl	100	1993	13	11	-	News
WPCH-F	Atl	359	4362	5	11	-	BTFL
WLW	Cinci	242	4125	4	31	-	MOR/Talk
WEBN-F	Cinci	290	3747	1	31	-	AOR
WYHY-F	Nash	241	3346	1	51	-	CHR
WMYU-F	Knox	174	2502	3	85	=	AC
KOA	Denver	308	5016	2	27	+	News/Talk
KOAQ-F	Denver	106	2453	14	27	-	AC
WFLA	Tampa	181	2113	7	21	-	News/Talk
WFLZ-F	Tampa	174	2673	8	21	+	AC
JEFFERSON-PILOT (Jim Babb)							
KYGO	Denver	61	832	18	27	-	Country
KYGO-F	Denver	186	2337	8	27	-	Country
WQXI A/F	Atl	184	3780	10	11	-	AC
WBT	Char, NC	112	1805	5	44	-	MOR
WBCY-F	Char, NC	151	3013	9	44	-	CHR
WNWS	Miami	202	2797	12	13(ap)	+	News/Talk
WLYF-F	Miami	380	4108	1	13(ap)	-	BTFL
KSON	SD	40	722	20	16	-	Country
KSON-F	SD	199	2390	6	16	+	Country
KEYMARKET (Kirby Confer)							
WNNK-F	Harris	196	2418	1	87	+	CHR
WTCB-F	Org/Col, SC	65	989	6	105	+	AC
WRVR	Memphis	35	761	15	48	=	Oldies
WRVR-F	Memphis	143	2429	4	48	+	AC
KKMJ-F	Austin	98	1401	4	66	-	AC
WRLX-F	Hick/Char.NC	163	1722	6	44	+	BTFL
KING (Stan Mak)							
KSFO	SF	177	4442	18	5(ap)	+	Oldies
KYA-F	SF	138	3328	22	5(ap)	+	Oldies
KGW	Port O	51	1610	16	42	-	AC
KINK-F	Port O	160	2091	4	42	+	AOR
KING	Seattle	115	1870	13	20(ap)	+	News/Talk
KING-F	Seattle	140	2180	10	20(ap)	+	Classical
KNIGHT (Norman Knight)							
WTAG	Worc	62	777	3	111	-	MOR
WSRS-F	Worc	129	1337	1	111	+	BTFL
WGIR	Manch*	34	419	3	246	+	News/Talk
WGIR-F	Manch*	76	1029	2	246	-	AOR/CHR
WHEB A/F	Ports, NH	51	611	2	141	+	AOR
LEGACY (Carl Hirsch)							
KDWB	Minn	43	1160	16	14	-	Oldies
KDWB-F	Minn	269	5150	6	14	+	CHR
WLLZ-F	Detroit	254	5463	10	5	-	AOR
KILT	Houston	33	955	25	8	-	Country
KILT-F	Houston	288	4665	8	8	-	Country
WCPT	Wash	53	677	22	7	+	Black
WCXR-F	Wash	273	4637	11	7	-	Classic Rk
KTWV-F	LA	642	9606	9	2	+	Jazz/NA
WNEW-F	NY	926	14538	14	1	-	AOR
WMMR-F	Phila	815	11976	2	4	-	AOR

		TSA AQH	TSA CUME	MSA RANK	MKT #		FORMAT
LOTUS (Hal Rosenberg)							
KTKT	Tucson	9	295	19	78	-	AC
KLPX-F	Tucson	73	1065	3	78	-	AOR
KWKW	LA	220	2266	27	2	+	Hispanic
KFSD-F	SD	94	1476	15	16	-	Classical
KENO	L. Vegas	14	275	15	83	-	Oldies
KOMP-F	L. Vegas	48	762	7	83	-	AOR
KXET	San Ant	10	275	24	38	-	Hispanic
KZEP-F	San Ant	86	1219	10	38	+	Classic Rk
KTEZ-F	Lubbock	27	426	5	189	-	Soft AC
KONE	Reno	6	191	15	180	-	Nostalgia
KOZZ-F	Reno	61	726	4	180	+	AOR
KOXR	Oxnard*	38	273	2	77	+	Hispanic
KGST	Fresno	28	307	11	82	-	Hispanic
WTAQ	Chicago	53	624	30	3	+	Hispanic
MALRITE (Gil Rosenwald)							
WHTZ-F	NY	1553	25282	1	1	-	CHR
WHK	Cleve	26	689	21	24	-	Bus. News
WMMS-F	Cleve	452	6397	1	24	-	AOR/CHR
KNEW	SF	94	1991	27	5	-	Country
KSAN-F	SF	190	3569	16	5	-	Country
WDGY	Minn-SP	53	1271	14	14	-	Country
KEEY-F	Minn-SP	264	3573	7	14	+	Country
KLAC	LA	194	3704	30	2	-	Country
KZLA-F	LA	461	5925	16	2	+	Country
WEGX-F	Phila	683	9741	1	4	+	CHR
MEDIACOMM (Bob Hughes)							
WXTR-F	Wash	193	3369	13	7	+	Oldies
KDIA	SF	69	1291	34	5(ap)	-	Black
WWIN	Balt	72	1116	18	15	+	Black
WGHT-F	Balt	92	1966	12	15	-	Urban/CHR
WXLE-F	Col O	58	903	13	35	+	Oldies
WMXB-F	Rich	123	1535	6	62	+	AC
WKSG-F	Detroit	214	2912	12	5	+	Oldies
WDIA	Memphis	128	1692	5	48	+	Black
WHRK-F	Memphis	301	2773	1	48	+	Black
KCWV-F	KC	43	700	16	29	+	Jazz/NA
MERV GRIFFIN (Al Pulligrino)							
WPOP	Hart	51	1104	11	43	-	News/Talk
WIOF-F	Hart	168	2590	5	43	+	AC
WTRY	Albany	57	1004	10	60	-	Oldies
WPYX-F	Albany	191	2469	2	60	=	AOR
WHJJ	Prov	128	1748	6	58	-	News/Talk
WHJY-F	Prov	235	2978	3	58	-	AOR
METROPLEX (Steve Godofsky)							
WHYI-F	Miami	232	4965	11	13(ap)	-	CHR
WFYV A/F	Jkville	163	1725	2	59	+	AOR
WJYO-F	Orlando	133	1998	11	53	-	Soft AC
WHBO	Tampa	40	655	23	21	-	Oldies
WNLT-F	Tampa	142	2398	9	21	+	AC
WKIX	Raleigh	31	497	14	70	+	Oldies
WYLT-F	Raleigh	73	1247	8	70	-	Soft AC
WNCX-F	Cleve	241	3315	5	24	+	Classic Rk
MID CONTINENT (David Martin)							
WTSO	Madison	49	850	6	136	-	Country
WZEE-F	Madison	189	2311	1	136	+	CHR
KFH	Wichita	7	251	17	103	-	Country
KXLK-F	Wichita	69	1081	4	103	-	AC
KELO	S. Falls*	50	609	1	281	+	AC
KELO-F	S. Falls*	48	611	3	281	-	BTFL
MIDWEST COMMUNICATIONS (D.E. Wright)							
KIOA	Des M.	57	929	5	122	+	AC
KDWZ-F	Des M.	31	785	10	122	-	CHR
WGEE	Green Bay*	49	669	2	212	+	Country
WIXX-F	Green Bay*	199	2639	1	212	+	CHR
WKKQ	Duluth*	38	491	4	180	+	Country
WTBX-F	Duluth*	37	401	7	180	-	CHR
KLMS	Lincoln*	2	67	14	201	-	Jazz
KFMQ-F	Lincoln*	28	419	5	201	-	AOR

		TSA AQH	TSA CUME	MSA RANK	MKT #		FORMAT
MIDWEST FAMILY							
WKKN	Rockford*	15	250	9	158	-	Country
WKMQ-F	Rockford*	55	721	3	158	+	Classic
WTDY	Madison	11	256	11	136	-	Talk
WMGN-F	Madison	48	972	5	136	-	AC
WOSH	Apple-Osh	24	293	6	149	+	MOR
WMGV-F	Apple-Osh	58	853	3	149	+	Contemp
WITL A/F	Lansing	143	1596	2	109	-	Country
ML/WIN MEDIA (Walt Tiburski)							
WQAL-F	Cleve	280	3402	3	24	-	BTFL
KBEZ-F	Tulsa	104	1515	5	68	+	BTFL
WIRE	Indy	29	685	12	40	-	Country
WXTZ-F	Indy	223	2562	4	40	+	BTFL
WEJZ-F	Jkville	66	892	9	59	-	BTFL
WEBE-F	Bridge	67	766	3	107	-	AC
MULTIMEDIA (Greg Anderson)							
WFBC	Green, SC	19	325	14	80	+	News/Talk
WFBC-F	Green, SC	146	2012	4	80	-	AC
WEZW	Milwaukee	185	2579	4	32	-	BTFL
WMAZ	Macon*	28	375	7	154	-	MOR
WAYS-F	Macon*	142	1622	2	154	-	CHR
KEEL	Shreve	41	704	9	129	+	Nostalgia
KITT-F	Shreve	86	1334	6	129	+	AC
NATIONWIDE (Steve Berger)							
WPOC-F	Balt	260	3176	6	15	-	Country
WGAR	Cleve	39	789	20	24	+	Country
WGAR-F	Cleve	194	3007	10	24	-	Country
WNCI-F	Col O	322	4275	1	35	+	CHR
WKZL-F	Greens/WS	127	1958	5	57	+	CHR
WBJW A/F	Orl	217	4248	3	53	-	CHR
KNST	Tucson	43	735	8	78	+	News/Talk
KRQQ-F	Tucson	188	2021	1	78	+	CHR
KZAP-F	Sacra	153	2131	8	34	-	AOR
KRSR	LV	5	71	18	83	-	AOR
KLUC-F	LV	86	1234	3	83	-	CHR
KWSS-F	San Jose	133	2717	8	30	-	CHR
KZZP A/F	Phoenix	279	4278	3	20	-	CHR
KISW-F	Seattle	170	2950	5	20(ap)	+	AOR
NEW CITY (Dick Ferguson)							
WFTQ	Worc	17	268	12	'11	-	AC
WEZN-F	Bridge	110	1064	1	107	+	BTFL
WAAF-F	Worc/Boston	282	4364	2	111	+	AOR
WYAY-F	Gain/Atl	360	4295	8	11	+	Country
KRMG	Tulsa	117	1814	2	68	-	MOR
KWEN-F	Tulsa	115	1694	4	68	-	Country
WZZK A/F	Birm	352	3836	1	56	-	Country
WDBO	Orlan	97	1387	7	53	+	MOR
WWKA-F	Orlan	382	3942	1	53	-	Country
WSYR	Syra	143	1808	1	74	+	MOR
WYYY-F	Syra	165	2309	2	74	+	AC
KCCY-F	San Ant	224	2647	1	38	+	Country
KKYX	San Ant	196	2186	11	38	+	Country
NEW MARKET (Pete Schulte, Steve Robertson)							
WSJS	Greens-WS	75	1066	7	57	+	MOR
WTQR-F	Greens-WS	393	3688	1	57	+	Country
WREC	Memphis	59	1097	12	48	+	Big Band
WEGR-F	Memphis	131	1601	6	48	+	AOR
KXXY A/F	Okl. C	211	2650	1	46	+	Country
NININGER (W. Nininger)							
WQBE	Char, WV*	11	180	8	162	+	Country
WQBE-F	Char, WV*	153	1561	1	162	+	Country
WKDQ-F	Hend/Evans*	85	1029	4	156	+	AC
WFHG	JC/King	3	150	19	106	+	AC?
WXBQ-F	JC/King	167	1847	2	106	-	Country

		TSA AQH	TSA CUME	MSA RANK	MKT #		FORMAT
NOBLE (John Lynch)							
WSHH	Boston	17	395	30	6	-	AC
WSHH-F	Boston	312	5014	11	6	-	AC
WAVZ	N. Haven	37	453	6	94	-	Nostalgia
WKCI-F	N. Haven	197	2790	1	94	+	CHR
WBAB	Long Is.	14	499	36	11	+	AOR
WBAB-F	Long Is.	200	2896	4	11	-	AOR
XTRA	Tij/SD	34	1242	22	16	-	Talk
XTRA-F	Tij/SD	170	3137	8	16	+	AOR
KBEQ-F	KC	176	3333	5	29	-	CHR
KBCO A/F	Denver	263	2877	1	27	+	AOR
KMJQ-F	Houston	519	4639	1	8	+	Black
KMJM-F	St. Lou	234	2249	5	13	-	Black
WMHE-F	Toledo	119	2337	4	81	-	CHR
KIXI	Seattle	166	2073	7	20(ap)	+	Nostalgia
KMGI-F	Seattle	99	1883	16	20(ap)	+	AC
KYOK	Houston	59	1004	18	8	-	Black
OLYMPIA (Jamie Ireland)							
KTRW	Spokane	18	271	12	130	+	Country
KZZU-F	Spokane	116	1374		130	-	CHR
KYAK	Anchorage	22	306	9	185	-	Country
KGOT-F	Anchorage	50	703	1	185	-	CHR
KMGX-F	Hanf/Fresno	68	1311	3	82	-	CHR
KXXR-F	KC	149	2085	8	29	+	AOR
OSBORN (Frank Osborn)							
WNDR	Syra	6	232	18	74	-	Country
WNTQ-F	Syra	144	2018	3	74	-	CHR
WPLJ	WB/Scranton	4	86	29	69	=	Country
WKRZ-F	WB/Scranton	155	2366	1	69	+	CHR
WWVA	Wheeling*	71	939	2	219	+	Country
WOVK-F	Wheeling*	47	571	4	219	-	Country
PARK (Bill Fowler)							
WPAT A/F	NY	1403	19103	2	1	-	BTFL
KJJO	Minn-SP	DID NOT SHOW			14	-	Rock
KJJO-F	Minn-SP	176	3276	10	14	-	AOR
WHEN	Syra	47	963	8	74	+	MOR/AC
WRHP-F	Syra	71	728	5	74	+	BTFL
KWLO	Water-CF*	29	407	3	239	+	MOR/AC
KFMW-F	Water-CF*	63	848	1	239	+	CHR
WNCT	Green, NC	DID NOT SHOW			NA	-	
WNCT-F	Green, NC	85	886	5	NA	-	BTFL
KWJJ	Port O	25	587	20	42	-	Country
KWJJ-F	Port O	43	807	16	42	-	Country
WDEF	Chatt	19	354	8	110	-	MOR
WDEF-F	Chatt	109	996	3	110	+	BTFL
WTVR	Richmond	15	303	15	62	+	Country
WTVR-F	Richmond	82	1034	8	62	-	BTFL
KEZX A/F	Seattle	53	1121	23	20(ap)	-	Jazz/AOR
PINNACLE							
WDUR	Raleigh	27	281	10	70	-	Black/Gospel
WFXC-F	Raleigh	65	1026	7	70	+	Black
KAMA	El Paso	46	530	8	88	-	Hispanic
KAMZ-F	El Paso	44	868	8	88	-	CHR
KEND	Lubbock	4	164	12	189	+	Country
KLLL-F	Lubbock	104	942	1	189	+	Country
PRICE COMMUNICATIONS (Dick Appleton)							
WPBG	W. Palm	14	179	24	64	=	Oldies
WIRK-F	W. Palm	90	1133	4	64	+	Country
WOWO	Ft. Wayne	126	1917	4	131	-	MOR
WOWO-F	Ft. Wayne	13	272	10	131	+	MOR
WWKB	Buffalo	34	761	13	42(ap)	-	Oldies
WKSE-F	Buffalo	184	2924	4	42(ap)	+	CHR
JOHN PRICE							
KROW	Reno	47	562	8	180	+	Country
KNEV-F	Reno	53	479	3	180	+	BTFL
KOOK	Modesto	8	146	15	140	+	Classical?
KBEE-F	Modesto	97	1093	1	140	+	BTFL
KEMX	Salt Lake	5	197	29	45	-	AC?
KCPX-F	Salt Lake	140	2465	4	45	-	CHR
WEZL-F	Char, SC	82	1021	1	98	-	Country
KGA	Spokane	48	614	8	130	-	Country
KDRK-F	Spokane	84	963	4	130	-	Country
WOIC	Colum, SC	27	409	9	105	-	Black
WPRH-F	Colum, SC	9	385	12	105	-	CHR

		TSA AQH	TSA CUME	MSA RANK	MKT #		FORMAT
PREMIERE (Bill Selwood)							
WFMI-F	Lexington	38	794	7	139	-	CHR
WUTQ	Utica*	11	139	10	149		EZ
WOUR-F	Utica*	66	775	1	149	+	AOR
WABY	Albany	31	323	12	60	=	Nostalgia
WKLI-F	Albany	86	1370	6	60	+	AC
PYRAMID (Rich Balsbaugh)							
WXKS	Boston	73	992	21	6	-	Nostalgia
WXKS-F	Boston	397	7403	3	6	-	CHR
WPIT	Pittsburgh	DID NOT SHOW			19	-	Religion
WPIT-F	Pittsburgh	39	1127	17	19	=	Religion
WPXY A/F	Roch	183	2673	2	47	-	CHR
WHTT	Buffalo	DID NOT SHOW			42(ap)	-	Classic
WHTT-F	Buffalo	94	1785	10	42(ap)	-	Classic Rk
WPGR	Phila	DID NOT SHOW			4	-	Oldies
WSNI-F	Phila	346	6129	12	4	+	AC
WNUA-F	Chicago	304	4217	16	3	+	Jazz/NA
WRFX-F	Char, NC	162	1836	4	44	-	AOR
RKO (Jerry Lyman)							
WOR	NY	1425	17245	3	1	+	Talk
WRKS-F	NY	1170	15265	7	1	-	Urban
WRKO	Boston	477	5615	2	6	+	Talk
WROR-F	Boston	249	4871	13	6	=	AC
WAXY-F	Miami	181	3252	16	13(ap)	-	AC
WFYR-F	Chic	228	6272	19	3	-	Oldies
KFRC	SF	329	4543	7	5(ap)	+	Nostalgia
KRTH	LA	182	3646	29	2	-	Oldies
KRTH-F	LA	746	14673	10	2	-	Oldies
RIVERS (M.D. Rivers)							
WEDR-F	Miami	201	1776	7	13(ap)	-	Black
WEAS	Savan*	6	112	10	177	-	Gospel
WEAS-F	Savan*	99	828	1	177	+	Black
WGUN	Atlanta	16	329	20	11	+	Gospel
KWAM	Memphis	19	361	16	48	-	Gospel
KRNB-F	Memphis	95	1800	7	48	-	Black
ROTH (Peter Crawford)							
KCBN	Reno	DID NOT SHOW			180	-	Oldies
KRNO-F	Reno	35	487	4	180	+	AC
WKBF	Daven-RI	32	478	7	127	+	Country
WPXR-F	Daven-RI	160	1962	1	127	-	CHR
WCHY	Savan*	2	68	12	177	-	Country
WCHY-F	Savan*	128	1341	3	177	+	Country
SAGA (Ed Christian)							
WKLH-F	Milwaukee	205	2811	3	32	-	Classic Rk
WVKO	Col, O	70	799	9	35	+	Black
WSNY-F	Col, O	199	2676	2	35	+	AC
KRNT	Des M.	35	674	9	122	+	MOR
KRNQ-F	Des M.	136	1907	2	122	+	CHR
WNOR A/F	Norfolk	199	2180	1	33	-	AOR
SAGE (Gerald LeBow)							
WACO	Waco*	21	277	5	214	-	Country
WACO-F	Waco*	17	403	7	214	-	AC
WKHT	Hart	9	184	19	43	-	Country
WLVH-F	Hart	DID NOT SHOW			43	-	Hispanic
WAMT	Mel-Titus*	7	97	15	127	+	Country
WSCF-F	Mel-Titus*	11	122	14	127	+	Nostalgia
WCDL	WB/Scran	DID NOT SHOW			69	-	
WLSP-F	WB/Scran	DID NOT SHOW			69	-	
SANDUSKY (Norm Rau)							
KLSY A/F	Seattle	87	1832	19	20(ap)	-	AC
KBPI A/F	Denver	181	3010	7	27	-	AOR
KDKB-F	Phoenix	119	2141	12	20	-	AOR
KEGL-F	Dallas	329	5919	9	9	-	CHR
KLSI-F	KC	105	1519	10	29	+	AC
WKRL-F	Tampa	124	1812	10	21	+	Classic Rk
KKYY-F	SD	108	1897	11	16	+	AC

		TSA AQH	TSA CUME	MSA RANK	MKT #		FORMAT
SALEM (Epperson, Atsinger)							
KGER	LB/LA	DID NOT SHOW			2	-	Religion
KCFO	Tulsa	7	197	15	68	+	Religion
KGNW	Seattle	15	415	26	20(ap)	-	Religion
KPDQ	Port O	16	451	21	42	+	Religion
KPDQ-F	Port O	53	883	15	42	+	Religion
KDAR-F	Oxnard*	15	208	16	77	+	Religion
KGID	San Bern	DID NOT SHOW			19	-	Religion
KPRZ	SD	32	503	21	16	+	?
WRFD	Col, O	30	679	17	35	=	Religion
WNYM	NY	DID NOT SHOW			1	-	
WEZE	Boston	34	725	26	6	+	Religion
SCONNIX (Odeneal, Nixon, McQueen)							
WMRZ	Daven-RI	15	337	10	127	-	Oldies
WLLR-F	Daven-RI	134	1436	2	127	+	Country
WHDH	Boston	326	5422	5	6	=	Talk
WIBC	Indy	267	2879	2	40	+	MOR
WKLR-F	Indy	195	2987	7	40	+	Oldies
KFKF A/F	KC	203	2410	3	29	+	Country
WMXJ-F	Miami	267	3985	7	13(ap)	+	Oldies
WQSR-F	Baltimore	140	2191	8	15	+	Oldies
SCRIPPS-HOWARD (Steve Roddy)							
WMC	Memphis	75	946	11	48	+	Country
WMC-F	Memphis	199	2814	2	48	+	CHR
WBSB-F	Baltimore	253	4215	4	15	-	CHR
KUPL	Port O	21	347	19	42	+	Country
KUPL-F	Port O	150	1896	8	42	-	Country
SHAMROCK BROADCASTING (Bill Clark)							
KABL A/F	SF	423	5518	4	5(ap)	-	BTFL
KXRX-F	Seattle	179	2752	6	20(ap)	-	Classic AOR
WHB	KC	90	1889	15	29	-	Oldies
KIDL-F	KC	114	2068	9	29	+	AC
KMGC-F	Dallas	144	2614	18	9	+	AC
WCXI	Detroit	92	1700	21	5	=	Country
WWWW-F	Detroit	302	4396	6	5	+	Country
WWSW	Pitts	25	521	21	19	-	Oldies
WWSW-F	Pitts	291	4260	5	19	+	Oldies
WFOX-F	Gain/Atl	273	4492	11	11	-	Oldies
KZFX-F	Houston	197	3234	13	8	-	Classic Rk
KXKL	Denver	15	359	27	27	+	Oldies
KXKL-F	Denver	233	3308	4	27	+	Oldies
KMLE-F	Phoenix	19	521	22	20	+	Country
SHAMROCK COMMUNICATIONS (Bill Lynett)							
WQFM-F	Milwaukee	89	2073	14	32	-	AOR
WDIZ-F	Orl	154	2336	9	53	-	AOR
WEJL	WB/Scran	29	306	13	69	-	Nostalgia
WEZX-F	WB/Scran	105	1039	2	69	-	AOR
WGRX-F	West/Balt	143	2148	11	15	=	AOR
KMYZ A/F	Pry/Tulsa	101	1634	7	68	+	CHR
SPANISH BROADCASTING							
WCMQ	Miami	98	955	23	13(ap)	+	Hispanic
WCMQ-F	Miami	217	2170	4	13(ap)	-	Hispanic
WSKQ	NY	534	4948	18	1	+	Hispanic
KSKQ	LA	196	2162	26	2	+	Hispanic
KSKQ-F	LA	142	2351	32	2	+	Hispanic
STONER (Glenn Bell)							
KSO	Des M.	48	559	7	122	-	Country
KGGO-F	Des M.	128	1681	1	122	-	AOR
WNBF	Bingh*	55	578	2	163	-	MOR
WHWK-F	Bingh*	91	797	2	163	+	Country
WIMZ A/F	Knox	165	2076	2	85	+	AOR
WYRK-F	Buff	219	2151	2	42(ap)	+	Country
WCMF-F	Roch	278	2724	1	47	+	AOR
WWSN-F	Dayton	119	1483	4	55	+	AC
WQXY-F	New Orl	57	1149	13	36	-	Country
WDJX	Louis	7	179	16	51	-	CHR
WDJX-F	Louis	168	2574	4	51	-	CHR
SUNSHINE (George Silverman)							
WIXY	Spring, MA	5	134	23	86	-	Country
WAQY-F	Spring, MA	81	1113	4	86	-	AOR
WFEA	Manch, NH*	14	209	6	246	+	AC
WZID-F	Manch, NH*	106	915	1	246	+	BTFL
WGAN	Port M	23	407	6	183	+	MOR
WMGX-F	Port M	39	607	6	183	-	AC

		TSA AQH	TSA CUME	MSA RANK	MKT #		FORMAT
SUMMIT (Owen Weber)							
WAOK	Atl	113	1176	12	11	-	Black
WVEE-F	Atl	348	4162	3	11	-	Black
WCAO	Balt	112	1496	9	15	+	Country
WXYV-F	Balt	312	3343	1	15	=	Black/Urb
KLZ	Denver	133	1658	15	27	-	Country
KAZY-F	Denver	199	2803	6	27	=	AOR
WAKR	Akron	63	1155	4	76	-	MOR
WONE-F	Akron	90	1279	5	76	+	AOR
WONE	Dayton	72	1153	8	55	-	Country
WTUE-F	Dayton	232	2630	1	55	+	AOR
KMEZ A/F	Dallas	313	3650	8	9	-	BTFL
KFOR	Lincoln*	40	544	1	201	+	MOR
KFRX-F	Lincoln*	50	713	2	201	-	CHR
KWTO	Spring, MO*	66	944	4	183	+	Country
KWTO-F	Spring, MO*	137	1477	1	183	-	CHR
SUSQUEHANNA (Art Carlson)							
WQBA	Miami	193	1673	10	13(ap)	-	Hispanic
WQBA-F	Miami	118	1590	20	13(ap)	+	Hispanic
WTKN	Tampa	37	920	20	21	-	Talk
WHVE-F	Sara/Tampa	70	1362	16	21	-	Jazz/NA
KFOG-F	SF	161	2937	20	5(ap)	+	AOR
WRRM-F	Cinci	131	2007	6	31	+	AC
WFMS-F	Indy	204	2817	5	40	-	Country
WAPW-F	Atl	375	4449	3	11	+	CHR
WARM	WB/Scran	91	1394	3	69	+	MOR
WMGS-F	WB/Scran	68	947	5	69	+	AC
WSBA	York	48	803	5	114	-	MOR
WARM-F	York	119	1561	3	114	-	AC
KLIF	Dallas-FW	201	2858	12	9	+	Talk
KPLX-F	Dallas-FW	422	5229	4	9	-	Country
WGH	Norfolk	DID NOT SHOW			33	-	CHR
WGH-F	Norfolk	121	2185	10	33	-	CHR
KKZR	Houston	25	354	26	8	+	AOR
KRBE-F	Houston	345	6393	5	8	-	CHR
TK (John Tenaglin)							
WHOO	Orlan	DID NOT SHOW			53	-	
WHTQ-F	Orlan	147	2118	6	53	+	AOR
KXTN	San Ant	15	350	22	38	+	Hispanic
KZVE-F	San Ant	43	518	16	38	-	Hispanic
KLUV-F	Dallas	207	3492	10	9	-	AC
WSHE-F	Miami	140	2831	22	13(ap)	+	AOR
TICHENOR (Mac Tichenor)							
KUNO	Corpus C	40	404	5	128	-	Hispanic
KGBT	McA-Brown	160	1323	2	71(ap)	+	Hispanic
KIWW-F	McA-Brown	84	1151	3	71(ap)	+	Hispanic
KCOR	San Ant	130	912	3	38	-	Hispanic
KLAT	Houston	68	869	16	8	-	Hispanic
WIND	Chi	102	1372	27	3	=	Hispanic
WOJO-F	Chi	150	2081	25	3	+	Hispanic
KBNA A/F	El Paso	77	895	4	88	+	Hispanic
TRIBUNE COMPANY (Wayne Vriesman)							
WGN	Chicago	1217	!7213	1	3	+	Talk
WICC	Bridge	80	1130	2	107	-	MOR
WQCD-F	NY	502	7335	21	1	+	Jazz
KGNR	Sacra	31	755	16	34	+	Oldies
KCTC-F	Sacra	173	2103	3	34	-	BTFL
UNITED (Gerald Hroblak)							
WYST	Balt	33	531	26	15	+	Oldies
WYST-F	Balt	99	1822	10	15	+	AC
WINX	Wash	DID NOT SHOW			7	-	
WDJY-F	Wash	119	2571	15	7	-	Black
WKDM	NY	406	3680	23	1	+	Hispanic
WJMO	Cleve	41	806	17	24	-	Black
WRQC-F	Cleve	92	1665	14	24	+	CHR
KALI	LA	121	2168	33	2	=	Hispanic
KSOL-F	SF	242	4577	13	5(ap)	-	Black
VIACOM (Bill Figenshu)							
WMZQ A/F	Wash	413	5515	1	7	-	Country
WLTW-F	NY	1313	16176	4	1	=	AC
WLAK-F	Chi	406	7152	12	3	-	AC
KIKK	Houston	33	466	24	8	-	Country
KIKK-F	Houston	408	5823	3	8	-	Country
KBSG-F	Seattle	156	2738	11	20(ap)	+	Oldies
WLTI-F	Detroit	161	2852	17	5	-	Soft AC

VOYAGER (Jack McCarthy)

		TSA AQH	TSA CUME	MSA RANK	MKT #		FORMAT
WMFR	Greens-WS	34	330	11	57	+	Nostalgia
WMAG-F	Greens-WS	142	1828	4	57	-	AC
WWMG-F	Char, NC	100	1496	8	44	-	AC
WRDU-F	Raleigh	198	2265	1	70	+	AOR
WLWZ-F	Green, SC	54	630	6	80	+	Black

WESTINGHOUSE (Dick Harris)

		TSA AQH	TSA CUME	MSA RANK	MKT #		FORMAT
KYW	Phila	549	12440	4	4	-	News
KFWB	LA	518	12374	12	2	-	News
WINS	NY	1209	28391	5	1	-	News
WBZ	Boston	572	7027	1	6	-	MOR
KDKA	Pitts	564	7786	1	19	-	MOR
KODA-F	Houston	332	4838	4	8	+	BTFL
KQZY-F	Dallas	169	2843	13	9	-	Soft AC
KJOY-F	SD	207	2624	5	16	-	BTFL
KQXT-F	San Ant	158	1838	2	38	-	BTFL
KMEO A/F	Phoenix	293	2987	2	20	-	BTFL
KFBK	Sacra	209	2815	1	34	+	News/Talk
KAER-F	Sacra	74	1344	13	34	+	AC
WMAQ	Chi	207	5632	22	3	=	News

WILLIS

		TSA AQH	TSA CUME	MSA RANK	MKT #		FORMAT
WBOK	New Orl	62	754	11	36	-	Black
WPCE	Norfolk	62	771	13	33	=	Gospel
WOWI-F	Norfolk	171	2314	4	33	+	Black
WFTH	Richmond	14	179	13	62	-	Gospel
WWCA	Gary/Chi	DID NOT SHOW			3	-	
WESL	St. Lou	48	534	16	13	=	Gospel
WXSS	Memphis	10	190	17	48	-	Black
WGSP	Char, NC	14	68	15	44	+	Gospel
WSRC	Raleigh	13	168	17	70	-	Gospel
WPDQ-F	Jkville	91	915	5	59	+	Black
WAYE	Birm	19	293	14	56	+	Religion
WPZZ	Indy	39	591	11	40	+	Black

WILKS-SCHWARTZ (Don Wilks, Mike Schwartz)

		TSA AQH	TSA CUME	MSA RANK	MKT #		FORMAT
WHYN	Spring, MA	48	879	6	86	-	MOR
WHYN-F	Spring, MA	107	1336	1	86	-	AC
WEEX	Allen-Beth	13	263	13	73	+	Talk
WQQQ-F	Allen-Beth	66	1338	6	73	-	CHR
WSRZ-F	Sara*	56	665	2	106	+	CHR
WSPB	Sara*	DID NOT SHOW					
WFBL	Syra	DID NOT SHOW					
WKFM-F	Syra	77	1263	6	74	-	Classic Rk
WLKW-F	Prov.	215	2301	2	58	-	BTFL
KKNG-F	Okl C	158	1749	3	46	+	BTFL

INDIVIDUAL STATION AUDIENCE BREAKDOWNS

In this section the audience composition of almost 800 stations is examined. This total equals nearly 10% of all commercial radio stations in the United States. The following information is included for each station:

TIME SPENT LISTENING (TSL): This figures shows the amount of time which an average listener spends with a given station. The total is given in hours instead of 1/4 hours.
This figure is derived by the following calculation: Average 1/4 HR audience times 504 (the number of quarter hours in the Broadcast Week). The resulting figure is divided by the weekly Metro Cume. This figure is divided by four to come up with a figure in hours.

TURN OVER RATIO (T/O RATIO): This figure roughly indicates the number of groups of people which contribute to the station's average audience. It is calculated by taking the Metro Cume (12+, Broadcast Week) and dividing it by the Metro 1/4 HR AV (Broadcast Week).

PERCENT EXCLUSIVE CUME (% EXCL): This fascinating figure indicates the loyalty of a station's audience. It is calculated by dividing the exclusive cume (12+ Metro, Broadcast Week) by the Metro Cume (12+, Broadcast Week).

PERCENT 12-24, 25-54, 55+: As of Spring 1987, we have changed the ages covered in this breakdown. You may recall that in previous editions, the cells were Teens, 18-34, 35-49, and 50+. The changes were made for two reasons. First of all the new Arbitron rating books make it easier to calculate these cells. Secondly, I think the new cells better reflect those which readers are most interested.
This figure is simply the percentage of a station's total audience (12+ Metro AQH, Broadcast Week), which lies in these demographic cells.

PERCENT MALE/FEMALE (%M, %F): The methodology is the same as that for 12-24, 25-54, etc.

Below are the means by format. Also included is the number of stations sampled.

		STAT	TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	% M	% F
CHR/CONTEMP	1989	108	8.2	15.3	11.6	53.8	41.9	4.3	42.3	57.7
	1988	123	9.0	14.0	13.8	55.1	42.3	2.6	41.1	58.9
	1987	-	9.0	14.0	12.8	56.9	42.4	.7	43.9	56.1
	1986	-	8.6	14.6	11.2	-	-	-	42.6	57.4
AOR/CLASSIC	1989	95	9.2	13.7	9.0	41.9	56.4	1.7	66.4	33.6
	1988	100	9.5	13.3	10.5	43.3	54.7	2.0	68.1	31.9
	1987	-	9.5	13.3	9.8	47.2	50.8	2.2	66.8	33.2
	1986	-	9.1	13.7	11.1	-	-	-	67.0	33.0
AC/SOFT/OLDIES	1989	124	8.5	14.8	7.5	15.4	75.5	9.1	41.9	58.1
	1988	115	8.6	14.7	8.5	17.3	75.2	7.5	40.4	59.6
	1987	-	8.1	15.2	8.2	17.6	72.5	9.9	42.0	58.0
	1986	-	8.8	14.3	8.1	-	-	-	41.5	58.5
BTFL/EZ	1989	63	11.1	11.3	14.1	4.0	41.2	54.8	39.3	60.7
	1988	64	11.2	11.3	16.9	2.8	37.9	59.3	39.1	60.9
	1987	-	11.5	11.0	16.4	3.4	40.1	56.5	40.3	59.7
	1986	-	11.7	10.7	14.4	-	-	-	39.0	61.0
MOR/VARIETY	1989	53	8.5	14.8	11.3	3.2	42.8	54.0	42.7	57.3
	1988	56	9.8	12.9	14.2	3.1	41.0	55.9	41.4	58.6
	1987	-	9.6	13.2	13.2	4.1	44.1	52.8	43.2	56.8
	1986	-	9.6	13.1	12.4	-	-	-	44.2	55.8
COUNTRY	1989	97	10.8	11.6	18.4	12.8	63.1	24.1	48.1	51.9
	1988	103	11.0	11.5	19.5	13.1	63.2	23.7	48.2	51.8
	1987	-	11.0	11.5	18.8	13.2	62.1	24.7	47.8	52.2
	1986	-	11.1	11.3	18.0	-	-	-	50.3	49.7
NEWS/TALK	1989	54	7.8	16.1	8.7	2.8	39.0	58.2	50.0	50.0
	1988	51	8.5	15.0	9.3	2.8	39.6	57.6	48.2	51.8
	1987	-	8.1	15.3	9.1	3.0	38.6	58.4	48.4	51.6
	1986	-	8.1	15.2	8.8	-	-	-	47.5	52.5
BLACK/URBAN	1989	45	10.6	11.9	14.3	44.3	50.3	5.4	45.4	54.6
	1988	48	11.4	11.1	14.8	45.6	49.7	4.7	45.9	54.1
	1987	-	11.9	10.6	13.6	47.2	47.2	5.6	45.0	55.0
	1986	-	11.7	10.7	12.3	-	-	-	45.0	55.0
NOSTALGIA	1989	23	11.6	10.8	14.1	1.1	19.7	79.2	39.9	60.1
	1988	21	10.7	11.9	14.7	1.0	20.7	78.3	41.2	58.8
	1987	-	10.9	11.6	13.8	1.1	22.8	76.1	43.4	55.6
	1986	-	11.9	10.6	14.1	-	-	-	46.0	54.0
RELIGION/GOSPEL	1989	19	8.9	14.2	11.9	10.1	52.6	37.3	33.8	66.2
	1988	21	8.3	15.1	11.8	11.0	54.1	34.9	31.7	68.3
	1987	-	8.9	14.2	14.3	10.8	53.1	36.1	32.2	67.8
	1986	-	8.9	14.2	10.0	-	-	-	30.9	69.1
HISPANIC	1989	20	11.8	10.5	15.8	12.2	59.2	28.6	43.8	56.2
	1988	24	13.0	9.7	18.6	13.1	63.2	23.7	45.2	54.8
	1987	-	13.2	9.5	15.4	15.5	57.0	57.0	46.6	53.4
	1986	-	12.2	10.3	16.1	-	-	-	38.0	62.0

		STAT	TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	% M	% F
CLASSICAL	1989	20	7.9	16.0	5.5	4.5	53.5	42.0	47.9	52.1
	1988	19	7.1	17.6	6.5	4.4	51.3	44.3	52.1	47.9
	1987	-	7.2	17.4	5.7	3.4	51.5	45.1	49.7	50.3
	1986	-	7.6	16.7	6.3	-	-	-	52.5	47.5
JAZZ/NEW AGE	1989	21	7.9	16.0	5.5	9.3	82.2	8.5	57.5	42.5
	1988	21	7.4	16.9	4.8	8.8	84.0	7.2	58.7	41.3
	1987	14	6.9	18.3	5.7	9.4	80.3	10.3	54.2	45.8

CHR/TOP 40/CONTEMP

		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	%M	%F
National Mean:		8.2	15.3	11.6	53.8	41.9	4.3	42.3	57.7
KPWR	LA	8.5	14.8	9	59	39	2	52	48
KIIS-F	LA	6.8	18.5	5	45	53	2	45	55
WKZW	Peoria	9.6	13.2	21	48	52	0	42	58
WDFX	Detroit	8.1	15.6	9	73	26	1	38	62
WCZY	Detroit	5.9	21.4	5	26	66	8	37	63
WEGX	Phila	9.2	13.7	11	57	39	4	41	59
KKLQ A/F	SD	9.8	12.8	7	57	40	3	52	48
KFMB-F	SD	6.6	19.2	8	30	61	9	43	57
KDWB-F	Minn	7.0	18.1	5	70	27	3	28	72
WLOL-F	Minn	6.3	20.0	4	52	46	2	38	62
WBSB	Balt	7.3	17.2	10	45	53	2	31	69
KQKS	Denver	8.5	14.8	7	79	20	1	27	63
WBZZ	Pitts	8.1	15.6	11	54	46	0	31	69
KEGL	Dallas	6.3	19.7	6	65	35	0	43	57
WYTZ	Chi	6.5	19.3	9	67	31	2	41	59
WBBM-F	Chi	4.9	26.0	4	59	37	4	39	61
WXKS-F	Boston	7.2	17.5	10	48	47	5	37	63
WZOU	Boston	7.5	16.8	12	69	29	2	41	59
WAVA	Wash	5.4	23.3	7	52	47	1	49	51
WPGC	Wash	8.9	14.1	6	49	48	3	47	53
KMEL	SF	8.7	14.5	9	60	37	3	47	53
KITS	SF	8.9	14.1	10	55	45	0	62	38
KXXX	SF	5.7	22.3	4	44	54	2	48	52
WKRQ	Cinci	7.9	15.9	10	53	44	3	35	65
WPRO-F	Prov	9.9	12.7	13	49	48	3	37	63
WHTZ	NY	7.8	16.1	8	50	48	2	43	57
WQHT	NY	9.4	13.4	8	70	28	2	52	48
WWPR	NY	6.5	19.5	8	40	58	2	41	59
WPXR-F	Daven-RI	10.1	12.5	17	58	41	1	47	53
WKZW	Peoria	9.6	13.2	21	48	52	0	42	58
WTIC-F	Hart	8.2	15.4	9	45	49	6	40	60
WKCI	N. Haven	9.3	13.6	14	49	45	6	28	72
WSTW	Wilm, DE	8.1	15.5	4	36	63	1	44	56
WKDD	Akron	8.2	15.4	9	63	36	1	33	67
WZPL	Indy	8.4	15.0	15	59	39	2	46	54
WHYI	Miami	6.0	20.9	7	50	43	7	42	58
KKBQ A/F	Houston	7.6	16.7	8	55	43	2	45	55
KRBE	Houston	6.7	18.8	6	73	26	1	45	55
KPLZ	Sea	7.2	17.6	11	74	26	0	47	53
KUBE	Sea	7.5	16.8	11	55	45	0	38	62
KZZP	Phoenix	8.1	15.5	4	57	42	1	40	60
KOY	Phoenix	6.9	18.3	8	54	46	0	45	55
WAPW	Atlanta	10.5	12.0	13	57	42	1	33	67
WRBQ	Tampa	10.9	11.6	20	43	50	7	43	57
KSFM	Sacra	5.7	22.2	6	55	41	4	42	58
WYHY	Nash	8.9	14.2	13	61	38	1	38	62
WKTI	Milw	7.1	17.7	10	36	63	1	41	59
WKSE	Buff	7.8	16.1	13	56	42	2	28	72
KKRZ	Port O	8.0	15.8	12	55	45	0	46	54
KXYQ	Port O	8.7	14.5	14	75	24	1	50	50
KITY	San Ant	8.1	15.6	12	76	23	1	42	58
WEZB	New Orl	8.2	15.4	13	54	41	5	41	59
KBEQ	KC	6.6	19.1	15	63	25	12	38	62
WDJK	Louis	7.7	16.3	11	51	48	1	49	51
WNCI	Col O	9.3	13.6	10	49	48	3	33	67
WXGT	Col O	5.8	21.7	8	55	44	1	33	67
WGTZ	Dayton	8.8	14.3	14	55	42	3	43	57
KAYI	Tulsa	8.5	14.8	11	64	36	0	45	55
WRVQ	Rich	10.0	12.6	16	43	53	4	38	62
WMC-F	Memphis	8.7	14.4	6	32	62	6	40	60
KJYO	Okl C	8.4	15.0	11	66	33	1	46	54
KQKQ	Omaha	8.9	14.1	11	62	38	0	30	70
WAPE-F	Jkville	10.8	11.6	19	56	41	3	44	56
WAEB-F	Allen-Beth	8.5	14.8	14	53	44	3	29	71
WBLI	Long Is	7.4	17.1	9	28	67	5	43	57
WPXY A/F	Roch	7.1	14.2	13	61	39	0	35	65
KCPX	SLC	6.6	19.2	10	63	37	0	34	66
KRQQ	Tucson	11.3	11.7	23	64	34	2	35	65
KGOT	Anch	9.4	13.4	11	52	48	0	44	56
KBTS	Austin	8.4	15.0	8	59	41	0	50	50

CHR/TOP 40/CONTEMP Cont.

		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	%M	%F
National Mean:		8.2	15.3	11.6	53.8	41.9	4.3	42.3	57.7
WGGZ	Baton Rouge	7.8	16.1	6	63	37	0	40	60
WAPI-F	Birm	8.7	14.5	13	58	38	4	44	56
WSKZ	Chatt	12.2	10.4	29	55	41	4	61	39
KIKX	Colo Spg	7.7	16.3	9	56	43	1	52	48
WNOK	Col SC	8.2	15.4	7	53	38	9	51	49
KRNQ	Des M	7.8	16.2	11	48	52	0	34	66
WJET	Erie	11.3	11.2	16	57	36	7	40	60
WMEE	F. Wayne	14.0	9.0	19	42	53	5	45	55
KMGX	Fresno	7.0	18.1	8	56	42	2	42	58
WKLQ	Gr. Rpds	6.7	19.9	7	70	27	3	57	43
WKZL	Greens-WS	8.1	15.8	7	54	44	2	43	57
WDLX	Green-NB	7.6	16.9	8	61	35	4	61	39
WANS	Green, SC	10.3	12.2	16	64	36	0	45	55
WNNK	Harris	10.7	11.7	14	36	55	9	49	51
WZYP	Hunts	11.0	11.5	24	47	51	2	45	55
WQUT	JC-King	10.1	12.4	21	45	51	4	51	49
WKFR	Kala	9.1	13.9	18	56	26	18	30	70
WLAN-F	Lanc	9.5	13.3	29	33	60	7	40	60
WVIC	Lansing	10.4	12.1	17	55	45	0	43	57
KLUC	LV	8.9	14.2	10	66	31	3	49	51
WLAP-F	Lex	8.6	14.6	5	36	64	0	45	55
KKYK	L. Rock	7.5	16.8	11	46	50	4	41	59
WZEE	Madison	9.3	13.6	16	58	42	0	52	48
KBFM	Mc-Brown	11.8	10.7	20	64	30	6	50	50
WABB-F	Mobile	10.2	12.3	41	65	32	3	33	67
WHLY	Orlan	7.3	17.3	5	53	35	12	47	53
WBJW A/F	Orlan	7.3	17.2	6	55	41	4	47	53
KWNZ	Reno	9.6	13.1	13	63	37	0	42	58
KGGI	River-SB	8.0	15.8	12	50	44	6	39	61
WXLK	Roanoke	10.3	12.2	20	39	55	6	37	63
WIOG	Sag-BC	13.4	9.4	24	44	51	5	44	56
KZZU	Spokane	11.1	11.3	17	62	38	0	48	52
WNTQ	Syra	9.1	13.8	13	63	35	2	42	58
KKRD	Wichita	9.0	13.9	14	66	22	12	36	64
WKRZ	WB/Scran	8.7	14.4	13	39	61	0	44	56
WHOT A/F	Young	8.5	14.8	19	44	50	6	33	67
WMHE	Toledo	6.5	19.4	8	46	53	1	46	54

AOR/CLASSIC ROCK

		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	%M	%F
National Mean:		9.2	13.7	9.0	41.9	56.4	1.7	66.4	33.6
KLOS	LA	8.0	15.7	5	33	67	0	67	33
KLSX	LA	6.3	20.0	5	19	81	0	61	39
KROQ	LA	7.6	16.7	6	75	25	0	54	46
WLLZ	Detroit	6.3	20.1	5	57	42	1	75	25
WRIF	Detroit	6.0	20.9	3	33	64	3	73	27
WCSX	Detroit	6.6	19.2	3	18	83	4	62	38
WMMS	Cleve	9.3	13.6	10	37	60	3	53	47
WMMR	Phila	8.8	14.3	6	37	62	1	66	34
WYSP	Phila	7.0	18.1	2	40	60	0	76	24
KGB	SD	8.8	14.3	13	51	49	0	78	22
KQRS A/F	Minn	8.0	15.8	7	41	58	1	78	22
WIYY	Balt	7.9	16.0	9	48	49	3	70	30
KBCO A/F	Denver	11.9	10.6	11	13	86	1	58	42
KAZY	Denver	8.8	14.4	5	44	55	1	70	30
KBPI-F	Denver	7.2	17.4	5	55	44	1	64	36
WDVE	Pitts	9.7	12.9	8	53	45	2	78	22
KTXQ	Dallas	6.8	18.5	3	47	53	0	72	28
WLUP-F	Chi	7.5	16.7	4	37	61	2	67	33
WCKG-F	Chi	8.1	15.6	2	42	55	3	69	31
WXRT-F	Chi	8.6	14.6	5	22	74	4	70	30
WBCN	Boston	6.8	18.4	5	33	67	0	70	30
WZLX	Boston	9.2	13.7	6	33	65	2	61	39
KSHE	St. Lou	10.4	12.1	11	47	52	1	64	36
KSD	St. Lou	9.2	13.7	8	25	75	0	57	43
WWDC-F	Wash	5.9	21.3	7	44	54	2	79	21

AOR/CLASSIC ROCK Cont.

National Mean:		9.1	13.7	9.0	41.9	56.4	1.7	66.4	33.6
		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	%M	%F
WCXR	Wash	5.9	21.5	8	36	62	2	61	39
KRQR	SF	7.9	16.0	6	35	62	3	65	35
WEBN	Cinci	9.6	13.1	10	42	56	2	63	37
WHJY	Prov	10.2	12.3	9	45	53	2	69	31
WXRK	NY	7.9	16.0	5	27	71	2	72	28
WNEW-F	NY	15.5	8.1	6	27	69	4	67	33
WXLP	Daven-RI	11.8	10.7	14	45	55	0	74	26
KDJK	Modesto	12.1	10.4	17	34	66	0	70	30
WWCT	Peoria	13.3	9.5	17	42	56	2	53	47
WHCN	Hart	7.6	16.5	8	39	61	0	71	29
WPLR	N. Haven	7.9	16.0	10	54	45	1	71	29
WAAF	Worc	10.6	11.9	11	58	40	2	63	37
WFBQ	Indy	11.8	10.7	15	42	57	1	67	33
KLOL	Hous	8.6	14.7	9	36	63	1	76	24
KZFX	Hous	7.9	16.0	4	31	69	0	77	23
KISW	Sea	7.3	17.2	2	57	43	0	71	29
KXRX	Sea	7.7	16.5	7	38	61	1	74	26
KUPD	Phoenix	10.6	11.9	11	60	40	0	62	38
WZGC	Atlanta	6.9	18.2	4	62	38	0	41	59
WYNF	Tampa	10.7	11.8	10	46	53	1	62	38
WKRL	Tampa	9.3	13.5	3	32	65	3	65	35
KRXQ	Sacra	8.9	14.1	8	67	32	1	72	28
WKDF	Nash	9.4	13.5	8	38	57	5	55	42
WKLH	Milw	9.3	13.5	7	27	73	0	59	41
WLZR	Milw	8.5	14.7	10	68	32	0	62	38
WQFM	Milw	5.0	25.3	2	53	47	0	72	28
KINK	Port O	10.0	12.6	9	15	83	2	54	46
KGON	Port O	7.5	16.9	4	45	54	1	61	39
KYYS	KC	9.1	13.8	9	30	69	1	65	35
WQMF	Louis	10.3	12.2	12	41	59	0	71	29
WLVQ	Col O	9.3	13.5	6	42	57	1	76	24
WTUE	Dayton	11.6	10.9	18	47	52	1	61	39
KMOD	Tulsa	14.2	8.8	14	35	65	0	75	25
WRXL	Rich	12.3	10.2	18	38	62	0	59	41
KATT	Okl C	10.1	12.5	8	49	51	0	78	22
WNOR A/F	Norfolk	11.3	11.1	18	49	51	0	75	25
WRFX	Char, NC	11.3	11.2	12	27	73	0	74	26
KGOR A/F	Omaha	8.1	15.5	9	48	51	1	34	66
WFYV-F	Jkville	12.9	9.7	21	29	71	0	77	23
WPYX	Albany	9.4	13.4	7	34	64	2	65	35
WZZO	Allen-Beth	10.7	11.8	11	44	53	3	63	37
WBAB	Long Is	8.7	14.5	7	51	49	0	60	40
WCMF	Roch	12.4	10.2	18	42	54	4	51	49
KZRR	Albuq	8.6	14.6	3	38	62	0	75	25
WAPL	Apple-Osh	9.8	12.8	13	42	57	1	73	27
KKBB	Bakers	13.2	9.5	13	50	48	2	61	39
WAVF	Char SC	9.8	12.8	10	65	35	0	78	22
KILO	Colo Spgs	10.5	12.0	13	53	47	0	72	28
KGGO	Des M	11.5	11.0	20	48	51	1	59	41
KLAQ	El Paso	11.5	11.0	11	53	46	3	77	23
WXKE	Ft. Wayne	11.7	10.8	14	55	45	0	69	31
KKDJ	Fresno	9.0	14.0	13	33	66	1	80	20
WLAV-F	Gr. Rapids	12.4	10.2	5	46	54	0	73	27
WKRR	Green-WS	10.9	11.6	12	46	51	3	61	39
WRKR	Kala	8.6	14.6	5	24	76	0	57	43
WIMZ-F	Knox	11.3	11.1	9	37	62	1	67	33
KKLZ	LV	12.4	10.2	12	34	66	0	70	30
WKQQ	Lex	8.8	14.3	11	41	59	0	68	32
WIBA-F	Madison	7.4	17.0	6	46	54	0	60	40
WDIZ	Orlando	8.9	14.2	7	51	49	0	77	23
WHTQ	Orlando	9.5	13.3	5	47	47	6	74	26
WTKX	Pensa	10.5	12.0	11	50	50	0	63	37
WBLM	Port M	11.4	11.1	17	51	49	0	69	31
WRDU	Raleigh	10.6	11.9	11	42	57	1	64	36
WKQZ	Sag-BC	12.3	10.2	16	52	48	0	86	14
WAQY	Spring, MA	8.8	14.3	10	56	42	2	78	22
WAQX	Syr	9.2	13.7	7	57	40	3	53	47
WEZX	WB/Scran	12.5	10.1	16	35	58	7	68	32
WIOT	Toledo	11.3	11.1	12	36	64	0	68	32

AC/SOFT ROCK/OLDIES

National Mean:		8.5	14.8	7.5	15.4	75.5	9.1	41.9	58.1
		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	%M	%F
KBIG	LA	7.6	16.6	4	17	56	27	32	68
KOST	LA	8.2	15.4	6	28	65	7	34	66
KRTH-F	LA	5.9	21.4	5	15	80	5	55	45
WOMC	Detroit	8.5	14.9	4	13	80	7	39	61
WNIC	Detroit	8.2	15.4	4	21	70	9	29	71
WKSG	Detroit	9.3	13.5	8	9	81	10	54	46
WLTF	Cleve	9.6	13.1	7	22	72	6	36	64
WDOK	Cleve	7.7	16.3	5	7	68	25	36	64
WMJI	Cleve	7.8	16.1	7	15	82	3	44	56
WKSZ	Phila	8.9	14.2	4	17	66	17	31	69
WMGK	Phila	9.0	14.1	4	10	78	12	34	66
WSNI	Phila	7.7	16.4	6	19	73	8	36	64
KYXY	SD	8.6	14.6	6	8	85	7	41	59
KCBQ A/F	SD	7.2	17.4	7	6	91	3	56	44
KSTP-F	Minn-SP	9.7	12.9	12	13	77	10	39	61
KLXK	Minn-SP	8.6	14.7	3	22	77	1	58	42
WLTE-F	Minn-SP	8.1	15.6	7	16	68	16	31	69
WWMX	Balt	9.2	13.6	5	18	74	8	40	60
WQSR	Balt	8.3	15.2	6	10	86	4	48	52
KXKL-F	Denver	9.2	13.7	7	11	88	1	53	47
KMJI	Denver	8.2	15.4	7	15	85	0	31	69
WWSW	Pitts	8.9	14.2	7	13	82	5	57	43
WLTJ	Pitts	10.6	11.9	5	15	73	12	36	64
KVIL A/F	Dallas	11.2	11.2	8	6	79	15	32	68
KLUV	Dallas	7.8	16.2	8	10	84	6	41	59
KMGC	Dallas	7.0	17.9	4	16	83	1	43	57
WJMK	Chi	7.1	17.8	5	14	81	5	56	44
WKQX	Chi	6.8	18.4	4	26	63	11	36	64
WLAK	Chi	7.0	17.9	6	16	64	20	32	68
WCLR	Chi	6.8	18.6	4	20	67	13	42	58
WFYR	Chi	4.7	26.9	5	14	81	5	51	49
WLS	Chi	6.6	19.2	6	5	67	28	47	53
WODS	Boston	8.3	15.3	6	15	80	5	51	49
WROR	Boston	6.3	19.9	5	11	81	8	52	48
WSSH-F	Boston	7.7	16.4	6	14	46	40	35	65
KYKY	St. Lou	8.6	14.7	9	21	71	8	34	66
WLTT	Wash	7.7	[illegible]	6	21	76	3	38	62
WXTR	Wash	7.4	16.9	5	7	85	8	49	51
KIOI	SF	7.0	18.1	9	23	74	3	40	60
KOIT A/F	SF	6.9	18.4	5	13	72	15	44	56
KSFO	SF	5.[illegible]	24.5	2	10	71	19	53	47
WRRM	Cinci	8.9	14.2	5	13	79	8	39	61
WSNE	Prov	9.9	12.8	3	24	69	7	45	55
WWLI	Prov	10.7	11.8	10	21	68	11	38	62
WLTW	NY	10.2	12.4	5	13	68	19	32	68
WNSR	NY	7.7	16.4	4	14	81	5	37	63
WCBS-F	NY	8.5	14.8	4	11	80	9	49	51
WDRC-F	Hart	10.9	11.5	8	9	84	7	50	50
WIOF-F	Hart	8.0	15.7	5	21	68	11	26	74
WJBR-F	Wilm, DE	11.1	11.4	7	12	68	20	36	64
WCRZ	Flint	11.2	11.2	11	11	87	2	39	61
WENS	Indy	7.9	16.0	7	30	67	3	34	66
WKLR	Indy	8.7	14.6	10	8	92	0	63	37
WTPI	Indy	8.9	14.1	3	9	86	5	43	57
WJQY	Miami	10.1	12.5	6	3	75	22	44	56
WMXJ	Miami	8.2	15.4	9	7	87	6	55	45
WLVE	Miami	8.7	14.4	5	16	76	8	42	58
WAXY	Miami	7.6	16.7	5	26	71	3	48	52
KFMK	Houston	9.9	12.8	9	8	86	6	51	49
KKHT	Houston	8.0	15.7	4	16	82	2	49	51
KKLT	Phoenix	8.7	14.5	5	17	75	8	28	72
KOOL-F	Phoenix	8.4	15.0	5	22	78	0	47	53
WSB-F	Atlanta	9.9	12.7	9	15	78	7	36	64
WFOX-F	Atlanta	6.2	20.2	7	11	85	4	40	60
WQXI A/F	Atlanta	6.3	20.1	3	15	78	7	53	47
WWRM	Tampa	10.9	11.5	14	5	40	55	34	66
WUSA	Tampa	9.2	13.7	5	9	80	11	30	70
WFLZ	Tampa	8.5	14.9	5	10	79	11	56	44
KXOA-F	Sacra	6.8	18.6	5	14	79	7	41	59
WLAC-F	Nash	8.8	14.2	12	18	74	8	38	62

AC/SOFT ROCK/OLDIES Cont.

		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	%M	%F
National Mean:		8.5	14.8	7.5	15.4	75.5	9.1	41.9	58.1
WLTQ	Milw	8.0	15.8	7	9	86	5	38	62
WMYX	Milw	7.3	17.3	5	28	63	9	40	60
WBUF	Buffalo	12.3	10.2	7	9	74	17	32	68
KKCW	Port O	8.1	15.5	10	20	77	3	36	64
WLTS	New Or	7.9	16.0	4	17	82	1	35	65
KUDL	KC	7.1	17.6	7	4	92	4	44	56
KLSI	KC	8.6	14.7	11	14	83	3	17	83
WSNY	Col O	10.1	12.5	11	17	80	3	44	56
WWSN	Dayton	10.5	12.0	10	9	79	12	36	64
KMYZ	Tulsa	7.0	18.0	7	15	77	8	32	68
WMXB	Rich	9.9	12.8	14	6	88	6	49	51
WRVR-F	Memphis	7.3	17.3	7	13	81	6	49	51
WLTY	Norfolk	9.6	13.1	8	15	82	3	50	50
WWDE	Norfolk	8.6	14.6	9	11	86	3	44	56
WAIV	Jkville	9.1	13.8	11	21	75	4	46	54
WIVY	Jkville	7.3	17.2	7	16	76	8	44	56
WKLI	Albany	8.4	14.9	6	20	70	10	35	65
WLEV	Allen-Beth	10.4	12.1	13	14	80	6	47	53
WEBE	Bridge	11.0	11.4	8	16	78	6	39	61
WALK	Long Is	11.3	11.2	12	10	72	18	47	53
WVOR	Roch	8.7	14.6	10	9	81	10	45	55
KKOB-F	Albuq	9.3	13.5	6	20	73	7	35	65
KKMJ	Austin	8.9	14.2	12	18	69	13	40	60
KEYI	Austin	8.1	15.5	9	20	69	11	29	71
WMJJ	Birm	11.2	11.3	16	19	81	0	42	58
KVUU	Colo Spg	8.1	15.5	5	46	52	2	40	60
KLYF	Des M	9.9	12.8	9	11	85	4	38	62
KIOA	Des M	10.0	12.7	14	19	68	13	63	37
WXKC	Erie	10.3	12.2	11	15	77	8	40	60
WCCK	Erie	8.5	14.8	12	32	52	16	57	43
WAJI	Ft. Wayne	12.8	9.8	11	14	83	3	45	55
KFSO	Fresno	9.3	13.6	9	2	90	8	42	58
WJFM	Gr. Rapids	9.3	13.5	7	28	72	0	62	38
WLHT	Gr. Rapids	8.6	14.6	8	21	77	2	41	59
WMAG	Green-WS	10.1	12.5	11	8	88	4	42	58
WSFL	Green-NB	9.2	13.7	12	2	93	5	50	50
WFBC-F	Green, SC	8.3	15.2	8	12	77	11	45	55
WTFM	JC-Kings	7.7	11.3	11	14	78	8	37	63
WMYU	Knox	8.6	14.6	13	21	75	4	45	55
WFMK	Lansing	8.3	15.2	3	26	74	0	29	71
WOCL	Orlan	10.8	11.6	14	14	85	1	60	40
WSTF	Orlan	8.0	15.8	6	18	76	6	33	67
WRAL	Raleigh	7.8	16.1	11	8	67	25	39	61
KODS	Reno	10.7	11.8	10	19	77	4	57	43
WSLQ	Roanoke	8.3	15.1	7	32	52	6	49	51
WHNN	Sag-BC	9.4	13.4	7	17	76	7	48	52
KISC	Spokane	13.5	9.4	15	20	77	3	38	62
WHYN-F	Spring, MA	9.1	13.8	8	21	65	14	36	64
WYYY	Syra	9.0	14.0	10	26	70	4	37	63
WRMF	W. Palm	10.5	12.0	10	20	72	8	49	51
KXLK	Wichita	7.7	16.4	9	25	75	0	45	55
WMGS	WB/Scran	8.5	14.9	6	9	81	10	35	65
WWWM	Toledo	8.7	14.6	8	14	82	4	47	53

BTFL/EZ

		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	%M	%F
National Mean:		11.1	11.3	14.1	4.0	41.2	54.8	39.3	60.7
KJOI	LA	10.9	11.6	10	3	36	61	39	61
KBEE	Modesto	11.8	10.6	16	0	50	50	39	61
WSWT	Peoria	13.8	9.1	11	5	40	55	40	60
WJOI	Detroit	9.8	12.9	7	4	45	51	35	65
WQAL	Cleve	11.0	11.5	7	1	44	55	34	66
WEAZ	Phila	8.6	14.7	5	7	54	39	34	66
KJOI	SD	9.0	14.0	15	0	42	58	63	37
WLIF	Balt	11.6	10.9	15	5	43	42	32	68
KOSI	Denver	11.3	11.2	14	2	48	50	39	61
WSHH	Pitts	11.8	10.7	15	4	42	54	36	64

BTFL/EZ Cont.

National Mean:		11.1 TSL	11.3 T/O RATIO	14.1 % EXCL	4.0 % 12-24	41.2 % 25-54	54.8 % 55+	39.3 %M	60.7 %F
KMEZ A/F	Dallas	10.6	11.9	13	4	40	56	32	68
WXEZ A/F	CHI	11.3	11.2	9	3	44	53	39	61
WJIB	Boston	11.4	11.1	10	2	33	65	38	62
KEZK	St. Lou	10.6	11.9	11	6	48	46	32	68
WGAY	Wash	9.9	12.7	11	3	51	46	44	56
KABL A/F	SF	9.7	13.0	8	4	38	58	37	63
WWEZ	Cinci	11.6	10.9	12	2	38	60	35	65
WLKW	Prov	12.3	10.3	19	2	36	62	44	56
WPAT A/F	NY	9.2	13.6	8	1	33	66	42	58
KRVR	Daven-RI	12.7	10.0	13	4	46	50	38	62
WSWT	Peoria	13.8	9.1	11	5	40	55	40	60
WRCH	Hart	11.0	11.4	12	5	29	66	44	56
WSRS	Worc	12.8	9.8	14	4	61	35	42	58
WXTZ	Indy	11.5	10.9	11	9	51	40	43	57
WHBC-F	Canton	11.9	10.6	13	4	37	69	28	72
WLYF	Miami	12.1	10.4	15	1	30	69	41	59
KODA	Hous	8.8	14.4	7	8	64	28	46	54
KBRC	Seattle	11.7	11.3	11	1	45	54	39	61
KMEO A/F	Phoenix	12.6	10.0	28	4	26	70	36	64
WPCH	Atlanta	10.6	11.9	13	5	56	39	37	63
WDUV	Tampa	12.7	9.9	14	0	10	90	36	64
KCTC	Sacra	10.1	12.4	15	2	37	61	39	61
WZEZ	Nash	14.9	8.4	22	6	52	42	44	56
WEZW	Milw	9.3	13.6	6	7	42	51	33	67
WJYE	Buff	10.2	12.4	8	6	38	56	37	63
KXL-F	Port O.	13.1	9.6	15	2	32	66	41	59
KQXT	San Ant	11.7	10.7	13	1	45	54	36	64
KMBR	KC	9.9	12.7	16	7	61	32	39	61
WHIO-F	Dayton	8.6 /	14.7	15	1	34	65	33	67
KBEZ	Tulsa	9.0	14.0	10	4	45	51	39	61
KKNG	Okl C	12.0	10.5	21	7	42	51	45	55
KFOG	Norfolk	11.6	10.8	15	5	46	49	34	66
KESY-F	Omaha	10.3	12.2	8	0	64	36	42	58
WROW-F	Albany	12.6	10.0	19	3	35	62	38	62
WFMZ	Allen-Beth	14.7	8.6	19	3	35	62	34	66
WEZN	Bridge	13.0	9.8	12	8	56	36	44	56
KSFI	SLC	10.1	12.5	10	12	51	37	40	60
WFPG-F	Atl C	14.3	8.8	17	0	36	64	48	52
WDEF-F	Chatt	13.4	9.4	18	1	44	55	33	67
WWLV	Daytona	13.5	9.3	33	0	13	87	36	64
WOOD-F	Gr. Rapids	9.4	13.4	12	3	37	60	38	62
WQLR	Kala	8.4	14.9	6	8	39	53	30	70
WNCE	Lanc	8.5	10.6	33	10	50	40	27	73
WJIM-F	Lansing	10.4	12.1	9	13	42	45	40	60
KXTZ	LV	16.2	7.8	26	2	43	55	46	54
KEZQ	L. Rock	10.3	12.2	19	5	50	45	35	65
WSSP	Orlan	11.6	10.8	19	5	38	57	38	62
WMEZ	Pensa	10.4	12.2	18	0	47	53	44	56
KDUO	River-SB	15.7	8.0	23	0	27	73	43	57
WGER	Sag-BC	11.0	11.4	8	3	39	58	42	58
WEAT A/F	W. Palm	14.0	9.0	30	0	12	88	39	61
WKBN-F	Young	9.0	13.9	9	9	42	49	38	62
WLQR	Toledo	9.3	13.5	10	8	41	51	38	62

MOR/VARIETY

National Mean:		8.5 TSL	14.8 T/O RATIO	11.3 % EXCL	3.2 % 12-24	42.8 % 25-54	54.0 % 55+	42.7 %M	57.3 %F
WMBD	Peoria	8.3	15.2	10	2	41	57	40	60
WJR	Detroit	8.4	15.0	9	2	46	52	53	47
KFMB	SD	9.0	14.0	11	3	60	37	53	47
WCCO	Minn	9.9	12.8	15	3	40	57	49	51
KDKA	Pitts	10.0	12.7	12	2	34	64	39	61
WBZ	Boston	10.2	12.3	9	3	44	53	37	63
WMAL	Wash	7.4	17.0	10	2	38	60	51	49
KNBR	SF	6.0	21.1	6	6	60	34	46	54
WLW	Cinci	7.1	17.7	5	10	47	43	62	38
WKRC	Cinci	5.1	24.9	5	3	56	41	40	6C

MOR/VARIETY Cont.

		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	%M	%F
National Mean:		8.5	14.8	11.3	3.2	42.8	54.0	42.7	57.3
WPRO	Prov	6.9	18.3	11	2	31	67	40	60
WTIC	Hart	11.0	11.4	13	2	33	65	38	62
WELI	N. Haven	9.8	12.9	19	2	41	57	39	61
WTAG	Worc	9.4	13.4	12	2	44	54	42	58
WAKR	Akron	6.8	18.4	14	0	32	68	41	59
WIBC	Indy	12.8	9.9	18	1	47	52	41	59
WHBC	Canton	10.3	12.2	15	4	28	68	42	58
KOMO	Seattle	6.7	18.8	10	4	50	46	41	59
WSB	Atlanta	8.3	15.2	14	3	51	46	54	46
WTMJ	Milw	10.8	11.7	9	4	33	67	45	55
WBEN	Buff	7.6	16.5	6	5	40	55	48	52
KEX	Port O	8.8	14.3	11	3	58	39	41	59
KMBZ	KC	6.9	18.1	3	0	36	64	26	74
WHAS	Louis	9.2	13.7	17	4	54	42	47	53
WTVN	Col O	8.6	14.6	11	6	59	35	46	54
WHIO	Dayton	9.6	13.1	11	3	34	63	41	59
KRMG	Tulsa	7.8	16.2	11	5	44	51	45	55
WRVA	Rich	9.9	12.7	16	7	39	54	39	61
WBT	Char, NC	8.0	15.7	12	3	57	40	41	59
KFAB	Omaha	9.1	13.8	16	2	39	59	42	58
WGY	Albany	8.5	14.8	13	5	46	49	36	64
WICC	Bridge	8.9	14.1	13	5	46	49	36	64
WHAM	Roch	9.3	13.6	15	1	32	67	43	57
KSL	SLC	5.7	22.0	14	5	57	38	55	45
KKOB	Albuq	9.0	14.0	11	2	55	43	48	52
WHBY	Apple-Osh	8.7	14.4	6	3	45	52	42	58
WHO	Des M	8.9	14.2	14	2	35	63	50	50
WOWO	Ft. Wayne	7.7	16.5	14	7	35	68	35	65
WOOD	Gr. Rapids	7.1	17.8	11	0	52	48	38	62
WSJS	Greens-WS	9.3	13.6	16	1	41	59	35	65
WHP	Harris	10.1	12.5	12	0	31	69	47	53
KSSK	Hono	9.6	13.1	13	6	70	24	41	59
WKZO	Kala	7.1	17.7	9	0	47	53	52	48
WVLK	Lex	7.6	16.5	9	11	57	32	46	54
WIBA	Madison	7.2	17.4	6	0	48	52	56	44
WDBO	Orlan	9.0	14.0	14	2	37	61	46	54
WSGW	Sag-BC	12.1	10.4	14	2	41	57	41	59
WSYR	Syr	10.8	11.7	16	2	42	56	42	58
WARM	WB/Scran	8.2	15.3	9	5	44	51	37	63
WSBA	York	7.7	16.3	14	6	45	49	50	50
WKBN	Young	10.4	12.1	8	4	24	72	49	51
WSPD	Toledo	7.1	17.9	9	2	21	77	33	67

COUNTRY

		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	%M	%F
National Mean:		10.8	11.6	18.4	12.8	63.1	24.1	48.1	51.9
KZLA	LA	9.8	12.9	10	5	70	25	45	55
WWWW	Detroit	8.8	14.3	18	10	69	21	61	39
WGAR-F	Cleve	8.6	14.7	15	7	62	31	52	48
WXTU	Phila	10.0	12.6	14	3	72	25	43	57
KSON-F	SD	10.5	12.0	16	11	64	25	51	49
KEEY	Minn	9.7	13.0	10	13	74	13	55	45
WPOC	Balt	10.1	12.3	18	7	62	31	53	47
KLZ	Denver	8.6	14.6	10	9	51	40	52	48
KYGO-F	Denver	9.7	12.9	12	13	66	21	47	53
WDSY	Pitts	11.1	11.7	15	14	68	18	41	59
KSCS	Dallas	10.3	12.2	15	22	64	14	50	50
KPLX	Dallas	10.5	12.0	13	17	60	23	39	61
WBAP	Dallas	10.0	12.8	13	2	54	44	64	36
WUSN	Chi	8.8	14.3	11	7	56	37	48	52
WBOS	Boston	9.4	13.4	8	1	74	25	60	40
WIL-F	St. Lou	9.6	13.1	18	12	66	22	41	59
WMZQ A/F	Wash	9.8	12.9	14	13	58	29	43	57
KSAN	SF	6.6	19.0	7	12	73	15	50	50
WUBE	Cinci	11.2	11.3	20	23	58	19	59	41
WYNY	NY	9.1	13.8	9	12	57	31	50	50
WLLR	Daven-RI	12.3	10.3	22	9	58	33	47	53
WFMS	Indy	10.4	12.2	20	18	62	20	48	52
WKIS	Miami	8.9	14.2	12	10	67	23	51	49
KIKK-F	Houston	9.1	13.9	15	14	68	12	43	57
KILT-F	Houston	7.7	16.4	10	12	71	17	48	52

COUNTRY Cont.

		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	%M	%F
National Mean:		10.8	11.6	18.4	12.8	63.1	24.1	48.1	51.9
KMPS A/F	Seattle	9.2	13.7	10	6	68	26	53	47
KNIX A/F	Phoenix	11.8	10.7	22	10	69	21	51	49
WKHX-F	Atlanta	11.2	11.2	20	17	65	18	45	55
WYAY	Atlanta	10.6	11.9	15	16	74	10	47	53
WQYK A/F	Tampa	12.8	9.9	21	7	53	40	45	55
KRAK-F	Sacra	10.0	12.8	13	16	76	8	49	51
WSIX-F	Nash	10.8	11.7	16	14	66	20	48	52
WSM-F	Nash	9.6	13.1	17	11	59	30	45	55
WMIL	Milw	10.9	11.6	17	13	65	22	51	49
WYRK	Buff	13.7	9.2	19	13	58	71	46	54
KCYY	San Ant	10.7	11.8	14	21	71	8	41	59
WDAF	KC	10.9	11.6	22	5	58	37	46	54
KFKF A/F	KC	11.5	11.0	15	22	65	13	55	45
WAMZ	Louis	11.6	10.9	25	13	68	19	44	56
KWEN	Tulsa	8.7	14.6	15	19	67	14	42	58
KVOO-A	Tulsa	10.2	12.3	20	8	44	48	48	52
WKHK	Rich	9.9	12.7	12	13	71	16	50	50
WGKX	Memphis	9.9	12.7	22	12	69	19	42	58
KXXY A/F	Okl C	9.9	12.8	19	21	67	12	47	53
WCMS A/F	Norfolk	12.0	10.5	23	19	54	27	51	49
WSOC-F	Char, NC	12.8	9.8	18	11	56	33	49	51
WLVK	Char, NC	9.3	13.5	16	15	62	23	45	55
WOW-F	Omaha	12.3	10.3	21	9	70	21	49	51
WQIK-F	Jkville	11.0	11.6	24	12	63	25	55	45
WGNA-F	Albany	12.8	9.8	17	10	48	42	47	53
WBEE	Roch	13.0	9.8	23	7	64	29	46	54
KKAT	SLC	9.7	13.0	12	25	68	7	52	48
KIIM	Tucson	12.7	9.9	18	12	73	15	52	48
KRST	Albuq	10.5	12.0	16	17	77	6	46	54
KASE	Austin	12.6	10.0	20	15	62	23	51	49
KUZZ A/F	Bakers	13.9	9.0	26	13	58	29	56	44
WYNK A/F	Baton R	10.4	12.2	22	12	65	13	48	52
KYKR	Beaumont	9.6	13.1	13	14	62	24	45	55
WZZK A/F	Birm	11.1	11.3	25	9	55	36	44	56
WEZL	Char, SC	11.1	[illegible]	20	9	59	32	57	43
WUSY	Chatt	14.2	[illegible]	24	10	76	14	42	58
KKCS A/F	Colo Spg	10.0	12.5	20	22	70	8	48	52
WCOS-F	Col SC	14.1	8.9	25	21	60	19	55	45
WKKO	Toledo	12.2	10.3	21	8	62	30	46	54
KOUL	Corpus C	11.3	11.1	16	23	65	12	45	55
KHEY-F	El Paso	10.5	12.0	19	23	63	14	51	49
WCUZ-F	Gr. Rapids	8.5	14.9	19	7	71	22	47	53
WTQR	Green-WS	14.8	8.5	20	13	60	27	49	51
WRNS	Green-NB	14.1	8.9	35	20	64	16	54	46
WESC-F	Green, SC	11.9	10.6	18	9	62	29	57	43
WSSL A/F	Green, SC	10.6	11.9	18	21	64	15	48	52
WRKZ	Harris	11.3	11.2	15	9	63	28	48	52
WTCR A/F	Hunt, WV	12.2	10.3	23	13	68	19	50	50
WDRM	Hunts	10.8	12.5	25	18	56	26	40	60
WXBQ	JC/Kings	11.9	10.6	19	14	61	25	45	55
WNWN	Kala	10.7	11.7	7	6	69	25	62	38
WIVK A/F	Knox	13.3	9.4	25	9	68	23	44	56
WITL A/F	Lansing	10.9	11.6	22	11	64	25	47	53
KFMS A/F	LV	13.6	9.3	32	9	69	22	44	56
WVLK-F	Lex	11.4	11.0	18	16	66	18	44	56
KSSN	L. Rock	13.1	9.6	27	14	64	22	45	55
KLLL-F	Lubbock	14.2	8.9	15	26	57	17	47	53
KTXF	Mc-Brown	10.7	11.8	21	26	55	19	41	59
WKSJ-F	Mobile	13.0	9.7	53	14	56	30	50	50
WLWI-F	Mont, AL	12.9	9.7	21	10	59	31	45	55
WWKA	Orlan	12.4	10.1	21	9	66	25	48	52
WOWW	Pensa	10.0	12.7	22	18	70	12	53	47
WPOR-F	Port M	11.5	11.0	23	11	68	21	58	42
WOKQ	Ports NH	12.7	9.9	30	7	47	46	43	57
WQDK	Raleigh	12.5	10.0	15	8	64	28	47	53
WKCQ	Sag-BC	11.0	11.4	12	12	63	25	51	49
KRMD A/F	Shreve	12.1	10.4	25	15	62	23	42	58
KDRK	Spokane	10.6	11.9	18	19	63	18	40	60
KFDI-F	Wichita	9.1	13.8	22	2	67	31	58	42
KZSN	Wichita	12.3	10.2	19	16	70	14	51	49
WQXK	Young	12.7	9.9	24	9	56	35	51	49

NEWS/TALK

National Mean:		7.8 TSL	16.1 T/O RATIO	8.7 % EXCL	2.8 % 12-24	39.0 % 25-54	58.2 % 55+	50.0 %M	50.0 %F
KABC	LA	9.5	13.3	9	2	36	64	41	59
KFWB	LA	5.3	23.7	6	3	46	51	58	42
KNX	LA	5.8	21.7	7	2	45	53	58	42
WWJ	Detroit	7.6	16.5	8	3	35	62	45	55
WWWE	Cleve	6.2	20.4	5	5	49	46	61	39
KYW	Phila	5.7	22.0	7	3	42	55	48	52
WWDB-F	Phila	10.8	11.6	9	1	34	65	32	68
WCAU	Phila	6.2	20.2	5	3	31	66	55	45
KSDO	SD	9.4	13.4	11	1	33	66	60	40
WBAL	Balt	7.7	16.4	12	1	46	53	45	55
KOA	Denver	7.6	16.5	6	4	53	43	57	43
WTAE	Pitts	7.1	17.8	3	4	36	60	47	53
KRLD	Dallas	6.5	19.4	6	4	42	54	55	45
KLIF	Dallas	8.9	14.2	1	2	70	28	64	36
WBBM	Chi	7.3	17.2	6	5	36	59	55	45
WGN	Chi	9.3	13.5	8	3	40	57	47	53
WMAQ	Chi	5.0	25.0	6	4	47	49	46	54
WEEI	Boston	6.7	18.9	7	2	31	67	58	42
WHDH	Boston	7.7	16.5	6	3	35	62	40	60
WRKO	Boston	11.4	11.0	4	1	27	72	38	62
KMOX	St. Lou	11.0	11.5	16	1	37	62	44	56
WTOP	Wash	5.3	23.9	7	5	47	48	52	48
KGO	SF	8.5	14.8	8	3	37	60	47	53
KCBS	SF	6.1	20.6	7	1	43	66	52	48
WCKY	Cinci	10.2	12.4	6	0	23	77	33	67
WHJJ	Prov	9.2	13.7	10	2	30	68	37	63
WOR	NY	10.5	12.0	6	4	24	72	29	71
WINS	NY	5.4	23.4	7	5	45	50	47	53
WCBS	NY	6.4	19.8	6	4	46	50	46	54
WABC	NY	8.4	15.1	4	1	38	61	46	54
WFAN	NY	6.6	19.1	4	10	66	24	82	18
WOC	Daven-RI	8.0	15.7	11	10	29	61	57	43
WNIR	Akron	9.3	13.6	16	2	49	49	50	50
WIOD	Miami	7.8	16.1	6	5	40	55	65	35
WNWS	Miami	9.0	14.0	11	4	25	71	39	61
WINZ	Miami	8.0	15.8	12	1	28	71	50	50
KTRH	Hous	7.0	18.1	6	4	38	58	60	40
KIRO	Seattle	7.7	16.3	10	3	49	48	58	42
KTAR	Phoenix	8.4	15.0	12	7	42	51	59	41
KFYI	Phoenix	9.5	13.3	13	1	46	53	55	45
WGST	Atlanta	6.4	19.6	4	2	48	50	67	33
WFLA	Tampa	10.7	11.8	14	2	33	65	52	48
KFBK	Sacra	9.7	13.0	11	2	44	54	47	53
WISN	Milw	6.8	18.5	5	1	35	64	41	59
KXL	Port O	7.8	16.1	12	3	41	66	51	49
WOAI	San Ant	9.6	13.1	13	1	37	62	51	49
WWL	New Or	8.8	14.2	10	4	46	50	62	38
KCMO	KC	9.1	13.8	10	2	46	52	45	55
KTOK	Okl C	7.8	16.2	12	3	33	64	47	53
KMJ	Fresno	10.0	12.6	16	1	28	71	55	45
KARN	L. Rock	10.6	11.8	15	2	42	56	49	51
WWNZ	Orl	10.7	11.8	10	0	30	70	43	57
WPTF	Raleigh	11.5	11.0	18	1	24	75	35	65
WJNO	W. Palm	9.8	12.9	12	0	25	75	39	61

BLACK/URBAN

National Mean:		10.6 TSL	11.9 T/O RATIO	14.3 % EXCL	44.3 % 12-24	50.3 % 25-54	5.4 % 55+	45.4 %M	54.6 %F
KDAY	LA	7.9	16.0	6	64	28	8	44	56
KJLH	LA	9.0	14.0	9	36	61	3	39	61
WJLB	Detroit	10.9	11.6	15	48	47	5	38	62
WZAK	Cleve	14.6	8.6	24	41	55	4	48	52
WUSL	Phila	12.0	10.5	14	57	40	3	42	58
WXYV	Balt	12.0	10.5	13	44	50	6	38	62
WAMO-F	Pitts	10.9	11.6	21	46	47	7	34	66
KKDA-F	Dallas	11.8	10.7	18	54	40	6	42	58
WGCI-F	Chi	10.8	11.6	11	37	57	6	44	56
WVAZ	Chi	8.6	14.7	5	36	58	6	43	57
KMJM	St. Lou	13.3	9.5	20	65	33	2	40	60
WKYS	Wash	10.4	12.1	4	26	70	4	49	51
WHUR	Wash	7.8	16.2	3	19	74	7	46	54
KSOL	SF	6.7	18.9	10	52	45	3	46	54
WBLZ	Cinci	8.1	15.5	14	43	46	11	47	53

BLACK/URBAN Cont.

National Mean:		10.6	11.9	14.3	44.3	50.3	5.4	45.4	54.6
		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	%M	%F
WRKS	NY	9.7	13.0	7	53	44	3	40	60
WBLS	NY	8.4	15.0	5	39	58	3	46	54
WTLC	Indy	9.8	12.8	15	30	57	13	49	51
WHQT	Miami	8.8	14.4	8	63	33	4	44	56
WPOW	Miami	9.2	13.7	8	70	26	4	41	59
WEDR	Miami	14.6	8.6	23	35	65	0	51	49
KMJQ	Hous	14.6	8.6	12	47	46	7	50	50
WVEE	Atlanta	10.6	11.9	8	37	61	2	42	58
WQQK	Nash	10.6	11.9	15	46	48	6	39	61
WLUM	Milw	7.4	17.1	10	44	53	3	47	53
WQUE A/F	New Orl	11.5	10.9	8	43	52	5	46	54
WHRK	Memphis	14.2	8.9	9	57	38	5	52	48
KRNB	Memphis	7.1	17.8	4	49	48	3	54	46
WOWI	Norfolk	9.9	12.7	7	35	57	8	49	51
WPEG	Char, NC	13.4	9.4	25	33	57	10	50	50
WOKZ A/F	Char, NC	10.5	12.0	9	48	48	4	47	53
KQXL	Baton R.	12.5	10.1	15	51	45	4	49	51
KHYS	Beaumont	14.0	9.0	30	49	45	6	41	59
WENN	Birm	10.8	11.7	17	42	41	17	43	57
WKXX	Birm	7.6	16.7	8	59	37	4	40	60
WWWZ	Char, SC	12.4	10.2	12	32	62	6	47	53
WJTT	Chatt	15.0	8.4	28	42	55	3	39	61
WWDM	Col, SC	14.2	8.8	22	40	59	1	54	46
WQMG	Green-WS	15.8	8.0	17	38	62	0	55	45
WIKS	Green-NB	14.1	8.9	36	48	42	10	40	60
KIPR	L. Rock	16.9	7.4	22	50	50	0	38	62
WBLX-F	Mobile	11.7	10.8	40	38	55	7	46	54
WJHM	Orlan	10.6	11.9	15	42	48	10	42	58
WQOK	Raleigh	12.7	10.0	6	31	60	9	45	55
KMJJ A/F	Shreve	14.5	8.7	17	34	62	4	48	52

NOSTALGIA

National Mean:		11.6	10.8	14.1	1.1	19.7	79.2	39.9	60.1
		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	%M	%F
KMPC	LA	6.1	20.6	3	2	39	59	52	48
CKLW	Detroit	8.1	15.6	10	0	23	77	38	62
WRMR	Cleve	12.2	10.3	15	3	20	77	34	66
WPEN	Phila	12.7	9.9	14	1	14	85	40	60
KPOP	SD	15.1	8.4	14	4	18	78	41	59
WJJD	Chi	10.3	12.2	9	0	17	83	34	66
KFRC	SF	9.1	13.8	2	0	25	75	41	59
WNEW	NY	7.8	16.2	5	2	28	70	49	51
KQUE	Hous	9.7	13.0	10	3	49	48	48	52
KIXI	Seattle	10.1	12.5	13	1	23	76	31	69
WGUL A/F	Tampa	12.0	10.5	26	0	11	89	47	53
WOKY	Milw	11.3	11.1	12	1	25	74	48	52
WDAE	Tampa	12.1	10.4	10	0	20	80	49	51
WECK	Buff	12.5	10.1	12	0	6	94	24	76
WBYU	New Or	13.9	9.0	16	0	28	72	38	62
KJLA	KC	12.1	10.4	27	0	9	91	34	66
KMRR	Tucson	15.4	8.2	22	2	18	80	46	54
WMID	Atl C	12.1	10.4	17	4	12	84	36	64
WAPI	Birm	9.6	13.1	13	0	17	83	48	52
WROD	Daytona	14.2	8.9	20	3	9	88	44	56
KORK	LV	11.4	11.1	24	0	26	74	48	52
WYNZ	Port M	11.2	11.3	16	0	5	95	25	75
WNAK	WB/Scran	11.4	11.1	15	0	10	90	22	78

RELIGION/GOSPEL

National Mean:		8.9	14.2	11.9	10.1	52.6	37.3	33.8	66.2
		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	%M	%F
KKLA	LA	5.8	21.5	3	3	66	31	46	54
WMUZ	Detroit	6.3	19.9	15	16	69	15	38	62
WBGR	Balt	10.5	12.0	6	3	60	37	31	69
KHVN	Dallas	11.9	10.5	18	7	42	51	43	57
KOJO-F	Dallas	9.8	12.9	14	40	59	1	36	64
WROL	Boston	7.1	17.6	3	0	20	80	64	36
KFAX	SF	8.3	15.1	14	4	73	23	29	71
WWDJ	NY	8.3	15.1	8	13	55	32	10	90
WWRL	NY	13.3	9.5	10	4	50	46	18	82
KHCB	Hous	6.5	19.2	2	4	50	46	18	82

RELIGION/GOSPEL Cont.

		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	%M	%F
National Mean:		8.9	14.2	11.9	10.1	52.6	37.3	33.8	66.2
KCMS	Seattle	6.4	19.6	11	30	69	1	28	72
KPDQ-F	Port O	7.3	17.2	11	2	57	41	38	62
WLOK	Memphis	12.5	10.1	21	9	30	61	31	69
WPCE	Norfolk	10.5	12.0	10	15	57	28	32	68
WXRI	Norfolk	9.9	12.7	16	8	77	15	32	68
WAGG	Birm	13.4	9.4	5	4	36	60	48	52
WDJC	Birm	7.5	16.7	15	19	64	17	38	62
WEMM	Hunt, WV	12.0	10.5	28	0	32	68	50	50
KOKA	Shreve	16.1	7.8	16	11	34	55	13	87

HISPANIC

		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	%M	%F
National Mean:		11.8	10.5	15.8	12.2	59.2	28.6	43.8	56.2
KLVE	LA	10.4	12.1	9	21	70	9	38	62
KTNQ	LA	11.9	10.6	21	19	65	16	57	43
KSKQ	LA	11.5	11.0	9	16	76	8	42	58
WOJO	Chi	9.1	13.9	18	21	76	3	60	40
WIND	Chi	9.1	13.8	12	18	74	8	58	42
KIQI	SF	11.8	10.6	18	5	51	44	42	58
WSKQ	NY	13.6	9.3	25	5	69	26	40	60
WADO	NY	12.8	9.8	15	4	52	44	35	65
WKDM	NY	13.9	9.1	4	10	76	14	45	55
WJIT	NY	12.0	10.5	8	1	51	48	34	66
WCMQ-F	Miami	12.6	10.0	15	9	68	23	37	63
WQBA	Miami	14.6	8.6	17	3	37	60	40	60
WAQI	Miami	14.0	9.0	11	2	41	57	40	60
KLAT	Hous	10.7	11.8	17	11	81	8	57	43
KCOR	San Ant	18.1	7.0	29	2	47	51	47	53
KZVE	San Ant	11.4	11.1	16	49	47	4	41	59
KUNO	Corpus C	12.9	9.8	14	3	32	65	44	56
KBNA A/F	El Paso	11.6	10.9	20	16	65	19	39	61
KGBT	Mc-Brown	15.7	8.0	22	6	36	58	37	63
KIWW	Mc-Brown	9.5	13.3	15	22	69	9	42	58

CLASSICAL

		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	%M	%F
National Mean:		7.9	16.0	5.5	4.5	53.5	42.0	47.9	52.1
KFAC-F	LA	6.2	20.4	4	4	44	52	47	53
WQRS	Detroit	6.7	18.8	6	1	58	41	60	40
WCLV	Cleve	8.0	15.7	9	1	53	46	44	56
WFLN	Phila	9.6	13.2	3	3	44	53	41	59
KFSD	SD	8.0	15.7	9	5	52	43	40	60
KVOD	Denver	8.1	15.6	6	3	65	32	46	54
WFMT	Chi	6.3	20.0	2	9	53	38	50	50
WNIB	Chi	8.1	15.5	3	2	64	34	43	57
WCRB	Boston	7.4	17.1	3	4	57	39	47	53
WGMS A/F	Wash	6.6	19.2	3	6	57	37	39	61
KKHI A/F	SF	9.7	13.0	2	5	43	52	57	43
KDFC A/F	SF	8.8	14.3	2	10	50	40	49	51
WQXR-F	NY	8.5	14.8	3	1	36	63	47	53
WNCN	NY	6.2	20.2	6	8	68	24	47	53
WTMI	Miami	9.5	13.2	9	2	45	53	56	44
KING-F	Seattle	7.9	15.9	4	5	49	46	49	51
WFMR	Milw	10.4	12.2	10	1	40	59	47	53
KYTE-F	Port O	6.4	19.2	9	9	58	33	53	47
KHFM	Albuq	8.3	15.1	7	5	58	37	57	43
KLEF	Anch	12.0	10.5	10	5	76	19	38	62

JAZZ/NEW AGE

National Mean:		7.9	16.0	5.5	9.3	82.2	8.5	57.5	42.5
		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	%M	%F
KKGO-F	LA	6.5	19.4	5	2	72	26	61	39
KTWV-F	LA	8.6	14.6	6	12	80	8	59	41
WJZZ	Detroit	6.0	20.9	2	10	71	19	63	37
WVAE	Detroit	6.9	18.3	5	15	75	10	57	43
KIFM	SD	6.6	19.1	4	10	83	7	51	49
KSWV	SD	7.5	16.8	5	14	72	14	53	47
KHIH	Denver	8.8	14.3	7	4	90	6	43	57
KOAI	Dallas	7.4	17.1	7	11	82	7	55	45
WNUA	Chi	9.2	13.8	3	15	79	6	59	41
KKSF	SF	8.1	15.5	4	6	87	7	52	48
KJAZ	SF	6.4	19.6	3	13	75	12	66	34
KBLX A/F	SF	7.5	16.8	4	15	76	9	51	49
WQCD	NY	8.9	14.2	6	7	89	4	58	42
WXDJ	Miami	11.1	11.3	11	9	86	5	64	36
KNUA	Seattle	8.0	15.7	2	6	90	4	63	37
KQPT	Sacra	10.4	12.1	6	7	79	14	49	51
WBZN	Milw	8.7	14.5	3	12	88	0	63	37
KLSK	SF/Albuq	7.1	17.7	3	6	94	0	65	35
KNIK	Anch	10.5	11.9	11	0	96	4	58	42
KEYV	LV	8.9	14.2	12	5	92	3	57	43
WLOQ	Orlan	6.9	18.2	7	9	71	20	61	39

SECTION B

INDIVIDUAL MARKET REPORTS

NOTE: Following these definitions pages the Individual Market Reports can be found in alphabetical order.

DEFINITIONS, CLARIFICATIONS AND EXPLANATIONS

NOTE: Even long-time subscribers should read these pages very carefully. There have been numerous changes and additions to American Radio. It will greatly increase your understanding of the Individual Market Reports if you are familiar with the systems and methodologies used.

The best way to explain an Individual Market Report is to go through it section by section. We will use an imaginary market and will start with the top of the market report on the far left.

Arbitron Rank/Pop (12+): 49/512,000
MSA Rank/Pop: 44/601,000
ADI #50
Average Person Rating: 18.4
Market TSL: 24.5 hours

The Arbitron rank is the 12+ population of the Arbitron metro survey area. The rank number (49 in this case) is the ranking among the 270 Arbitron Standard radio markets.

The MSA (metropolitan Statistical Area) rank is shown along with the total estimated population. Where the market has been split into two or more MSA's all of the MSA's are listed.

The Arbitron ADI ranking can be found directly below the MSA rank.

The APR is the Average Person Rating. The APR indicates the percentage of the 12+ population which is using radio from 6 AM-Midnight, Mon-Sun (the Broadcast Week). The APR is roughly comparable to television's Persons Viewing Television (PVT) figures.

The market TSL shows the "Time Spent Listening" by the average radio listener in the market. In this case the average listener spends 24.5 hours listening to radio.

Stations: 27/20
Diaries: 701/730:1/53.5%
Sample Target: 647
% Below Line: 3.3
% Not Listed: 8.6

The were 27 stations listed in the rating book for this market. Of those 27 a total of 20 stations were listed above the line (home to Arbitron metro). Thus a total of seven stations were licensed to cities outside of the metro but they still qualified for inclusion in the rating book. You should be aware that some stations now appear above the line by virtue of its chosen home city of identification rather than by its FCC authorized city of license.

The information on the "Diaries" line is a bit complex but it is all very important:

1st figure: 701 - the number of usable (in-tab) diaries returned from the market's metro

2nd figure: 730 - in the metro there was one diary returned for every 730 people 12+

3rd figure: 53.5% - total returned (in-tab) diaries expressed as a percentage of the total individuals who were sent a diary

The sample target shows a number of in-tab diaries designated for the metro. This is basically Arbitron's goal for returned diaries. Remember that this number represents total diaries and does not necessarily refer to any individual demo. It is not a percentage of total people contacted. It is a percentage of total people sent diaries.

The % below line figure indicates the percentage of total radio listening earned by below the line stations.

This figure would reflect listening to distant stations, non-commercial and public stations, and local stations which did not have enough audience to qualify for listing in the book.

This figure along with the "% Below Line" figures indicate how much listening in the market is not available to the local commercial stations. This could have an affect on CPM's and also the effectiveness and salability of local radio.

Est. 1988 Revenue: $14,500,000
HH Income: $25,700
Retail $: 3.5 Bil
Pop per Station: 25,600
#1 Biller: WAAA $2,000,000

The revenue estimates are based upon calculations made in the 1989 edition of Duncan's Radio Market Guide. The figures are gross and they do not include trades.

HH Income means Consumer Spendable Income per household. This market's estimate is $25,700.

Total retail sales in this market are estimated at 3.5 billion dollars.

The data comes from Sales & Marketing Management and they are dated 1 October 1988.

The population per Station shows the number of people (12+) per metro area radio station. The figure is calculated by dividing 12+ metro population by the number of "above-the-line" stations.

The #1 Biller shows the station I believe is the leading biller in the market and its estimated 1988 gross revenue. This data is extracted from the 1988 edition of Duncan's Radio Market Guide.

12+ METRO	1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4 Book Avg	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 Con-version	Birch Share	Birch AQH	Birch Cume	
1. WAAA-F(AC)	513/10.0	8.1	9.3	8.1	7.5	8.9	527/6596	6262/20.4	19.6	16.3	133	7.8	457	4209	KVIL A/F

All of the figures in this section are based upon the Broadcast Week (Mon-Sun, 6A-MID). The audience figures are in hundreds. The ratings and shares are always percentages.

Next to the station's calls is a format code. The legend for this code is as follows:

CHR - Contemporary Hit Radio, Top 40, Contemporary
AC - Adult Contemporary
O - Oldies (1955 to 1987)
B - Black (audience predominantly Black -- over 75%)
U - Urban (majority of audience is non-white although a large segment is white)
EZ - Easy Listening, Beautiful Music
AOR - Album Oriented Rock, also includes Classic Rock
CL - Classical
C - Country
T - Talk
N - News
SP - Hispanic/Spanish
BB - Big Band/Nostalgia
M - Middle of the Road (MOR), Full Service, Variety
J/NA - Jazz, New Age
R - Religion, Christian, Christian Music
G - Gospel
E - Ethnic
?? - Others, Unknown

Then reading from left to right: WAAA has 51,300 listeners per quarter hour in the metro. This earns the station 10.0% share of audience during the latest rating period. Historical shares follow along with a four book average for those markets with quarterly measurement.

Next is the TSA 1/4 Hour Average and weekly cume. Then the Metro Cume and Cume Rating is shown. WAAA's cume rating is 20.4%. This means that 20.4% of this market's population (12+) listens to WAAA for five minutes or more during a given week. Historical cume ratings follow.

The 25-54 Conversion shows the ratio between each station's 25-54 share and its 12+ share. WAAA's 25-54 share is 133% of its 12+ share. This figure shows each station's ability to convert its total share (12+) into the shares of what is currently the most sought after demo.

Next is the latest Birch audience data for each station.

12+ FM SHARE (METRO): 76.96% (3732 of 4849) (FAL 87: 76.10%)

These figures show how well FM radio is doing in the market -- at least as far as listening levels are concerned. To calculate these figures I simply added up the Mon-Sun, 6A-MID, quarter hour numbers of all listed stations and divided it into the total numbers for the FM stations. There is, of course, listening to stations which do not qualify for a listing in the Arbitron report for the market. However, by definition this amount is small and it should not significantly affect the percentages.

DEMOGRAPHIC AND DAYPART RANKINGS

Directly below the FM Share figures are 21 demo and daypart rankings. The number of stations listed depends upon the size of the market. I am not allowed to print actual ratings figures per my agreement with Arbitron. All of these rankings are based on 1/4 HR AVG.

The criteria for the rankings is as follows:

TEENS: Ages 12-17, Mon-Sun, 6A-MID, Metro
18-34: Adults 18-34, Mon-Sun, 6A-MID, Metro
18-49: Adults 18-49, Mon-Sun, 6A-MID, Metro
25-49: Adults 25-49, Mon-Sun, 6A-MID, Metro
25-54: Adults 25-54, Mon-Sun, 6A-MID, Metro
35+: Adults 35+, Mon-Sun, 6A-MID, Metro

12+ AMD: Total persons, 12+, Mon-Fri, Metro, 6A-10A
12+ MID: Total persons, 12+, Mon-Fri, Metro, 10A-3P
12+ PMD: Total persons, 12+, Mon-Fri, Metro, 3P-7P
12+ EVE: Total persons, 12+, Mon-Fri, Metro, 7P-MID
OVERNIGHT: Total persons, 12+, Mon-Sun, 12 MID-6A

WOM 18-24: Women 18-24, Mon-Sun, 6A-MID, Metro
WOM 18-34: Women 18-34, Mon-Sun, 6A-MID, Metro
WOM 18-49: Women 18-49, Mon-Sun, 6A-MID, Metro
WOM 25-34: Women 25-34, Mon-Sun, 6A-MID, Metro
WOM 25-54: Women 25-54, Mon-Sun, 6A-MID, Metro

MEN 18-24: Men 18-24, Mon-Sun, 6A-MID, Metro
MEN 18-34: Men 18-34, Mon-Sun, 6A-MID, Metro
MEN 18-49: Men 18-49, Mon-Sun, 6A-MID, Metro
MEN 25-34: Men 25-34, Mon-Sun, 6A-MID, Metro
MEN 25-54: Men 25-54, Mon-Sun, 6A-MID, Metro

NOTE: If a station's call letters are followed by a > symbol it means there is a very large difference between that station and the station following it in the ranking. The >> means that there is a huge difference between the marked station and the next ranked stations. The difference is around 10 share points or the marked station has twice as much audience. Conversely, the < symbol means that the two ranked stations were very close in share.

FORMATS	AM	FM	TOTAL	%	FAL 87 %
Country	153 (3)	176 (2)	329 (5)	13.9	14.1

This table is based on the broadcast week, 1/4 Hour Average, 12+ Metro. The table includes every format in the market and every station which shows up in the market's metro. In this market there are 15,300 people listening to 3 different AM stations programming country music. The FM figures are added to the AM to show a total for the market. 13.9% of radio listening in this market is devoted to stations programming country music.

The "Other Rated Stations" section includes all stations not listed on the 12+ METRO 1/4/SHARE column at the top of the individual market report. The city of license, 12+ metro share and 12+ cume rating is listed as well as the station's frequency.

CAPSULE STATION DESCRIPTIONS

WAAA-F, 92.5, 50 KW @ 500, CHR ABC-C, $73.00 (Torbet) XYZ Group Thomas Duncan

I have greatly expanded the number of stations in each market which qualify for a capsule description. Now nearly every station in the metro is included.

Our sample station, WAAA-F, has a frequency of 92.5. Its power is 50 KW and its Height Above Average Terrain (HAAT) is 500 feet. It is unfortunate but true that some stations attempt to deceive advertisers about their power and HAAT. I think I have found the true facilities' data for these stations. However, a few may have slipped by me. If you see any incorrect figures, please let me know.

For AM stations, night power is listed if it differs from day power. Directionality is indicated as follows:

DA, DAYS	- directional daytimer
DA-1	- directional day and night - 1 pattern
DA-2	- directional day and night - 2 patterns
DA-N	- directional at night only
DA-D	- directional during the day only

WAAA-F programs a CHR format.
Next is the station's network affiliation if it has one:

ABC-C	ABC	Contemporary	APR	Associated Press Radio
ABC-D	ABC	Direction	CBS	CBS
ABC-I	ABC	Information	CBS-R	CBS Radio Radio
ABC-F	ABC	FM	MBS	Mutual
ABC-E	ABC	Entertainment	NBC	NBC
ABC-R	ABC	Rock	NBC-T	NBC Talk
ABC-T	ABC	Talk	Source	NBC Source
NBN	National Black		US . 1	US . 1
SBN	Sheridan		US . 2	US . 2
UPI	United Press International		WSJ	Wall Street Journal
Trans	Transtar		SMN	Satellite Music Network

Spot rates are now calculated in just one way: my estimate of each station's average unit rate. The unit rate estimate is what I project is the average rate for all spots run on the station. This estimate is usually derived by taking the station's gross billings and working backwards with a formula based on spots per hour, the percentage of inventory sold and other factors.

Following the spot rate, the station's national representative can be found in the parenthesis. Next is the group ownership if there is any. Finally, in the Spring edition only, the name of the station's general manager.

On the two page market reports, four additional listings can be found directly below the capsule descriptions. They are:

CALL LETTER CHANGES:	The old calls and new calls for stations which have changed calls since the last issue of American Radio. The date of the change is listed if it is available.
FORMAT CHANGES:	This table should probably be called "major format changes." It is nearly impossible to track down every subtle change in format for every station. I hope to list the major changes at major stations since the previous edition of American Radio.
STATION SALES:	This section lists the proposed sales in each market. These sales do not necessarily close. If I know the brokers involved, they are also listed. In some cases I had to estimate the sale price.
MISCELLANEOUS COMMENTS:	These are various comments and observations which come to my mind as I process the data for each market.

NOTE: On other market reports which do not have two pages of data, this same information can be found under the heading of "Miscellaneous Comments."

AKRON

Arbitron Rank/Pop (12+): 64/536,600

MSA Rank/Pop: 76/643,100
Cleveland ADI
Average Person Ratings: 16.1
Market TSL: 21.0 Hours

Stations: 26/7
Diaries: 957/561:1/57.0%
Sample Target: 930
% Below Line: 51.0%
% Not Listed: 13.8%

1988 Revenue: $13,100,000
HH/ Inc: $32,062
Retail $: 4.3 Bil
Pop per Station: 76,657
#1 Biller: WKDD-F $3,600,000

12+ METRO		1/4/SHARE	SPG 88	FAL 87	SPG 87	FAL 86	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. WMMS-F	(AOR)	75/8.7	8.6	7.1	9.7	10.1	120/ 1949	1139/21.2	23.9	20.9	101	11.2	106	1362	WMMS-F
2. WKDD-F	(CHR)	73/8.4	11.3	10.3	11.5	10.2	151/ 2263	1121/20.9	23.8	22.8	67	10.1	96	1176	WKDD-F
3. WNIR-F	(T)	60/6.9	6.7	4.3	6.4	4.4	75/ 1008	813/15.2	10.9	10.7	94	6.8	64	556	WNIR-F
4. WAKR	(MOR)	58/6.7	7.5	7.6	9.3	8.9	63/ 1155	1068/19.9	20.6	19.7	58	4.4	42	844	WAKR
5. WONE-F	(AOR)	57/6.6	6.8	6.2	5.0	6.0	90/ 1279	776/14.5	16.0	13.1	102	8.8	83	852	WONE-F
6. WMJI-F	(AC)	40/4.6	6.5	5.6	6.0	4.9	69/ 1230	661/12.3	15.4	13.8	167	5.4	51	660	WMJI-F
7. WLTF-F	(AC)	36/4.2	4.7	5.1	4.9	4.3	72/ 1132	679/12.7	12.6	13.6	129	5.4	51	612	WLTF-F
8. WDOK-F	(AC)	33/3.8	4.4	3.3	3.6	4.1	52/ 919	545/10.2	9.8	9.2	129	3.2	30	429	WDOK-F
9. WGAR-F	(C)	32/3.7	2.9	2.6	2.2	3.4	62/ 878	528/ 9.8	7.7	6.7	141	3.2	30	490	WGAR-F
10. WHBC-F	(EZ)	31/3.6	1.2	2.1	1.0	1.1	108/ 1324	417/ 7.8	3.6	3.7	61	1.0	9	171	WHBC-F
11. WSLR	(C)	29/3.4	2.6	2.9	2.3	3.2	33/ 477	405/ 7.5	5.1	6.3	82	3.5	33	322	WSLR
12. WWWE	(N/T)	27/3.1	3.4	3.2	3.1	3.1	51/ 978	577/10.8	11.4	8.3	90	3.2	30	384	WWWE
13.															
14.															
15.															

12+ FM SHARE (METRO): 80.94% (603 of 745) (FAL 87: 80.45%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WKDD-F>>	1. WMMS-F	1. WMMS-F	1. WMMS-F	1. WMMS-F	1. WAKR	1. WAKR	1. WMMS-F<	1. WMMS-<	1. WKDD-F>	1. WAKR>>
2. WPHR-F>>	2. WONE-F<	2. WONE-F	2. WMJI-F	2. WMJI-F	2. WNIR-F>	2. WMMS-F	2. WNIR-F	2. WONE-F	2. WMMS-F	2. WNIR-F
3.	3. WKDD-F>>	3. WKDD-F	3. WONE-F	3. WONE-F<	3. WSLR	3. WKDD-F	3. WONE-F	3. WNIR-F<	3. WPHR-F<	3. WMMS-F
4.	4. WMJI-F	4. WMJI-F	4. WNIR-F	4. WNIR-F	4. WHBC-F	4. WNIR-F	4. WKDD-F	4. WKDD-F	4. WLTF-F	WWWE
5.	5. WLTF-F	5. WLTF-F	5. WLTF-F<	5. WKDD-F	5. WQAL-F	5. WSLR	5. WDOK-F<	5. WMJI-F<	5. WAKR	5. WQXK-F
6.	6.	6.	6. WKDD-F	6.	6.	6. WONE-F	6. WAKR	6. WAKR	WONE-F	6.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WKDD-F>	1. WKDD-F>	1. WKJI-F	1. WKDD-F>	1. WMJI-F	1. WMMS-F>>	1. WMMS-F>	1. WMMS-F>	1. WMMS-F>	1. WMMS-F>
2. WONE-F	2. WONE-F	2. WKDD-F	2. WONE-F	2. WKDD-F	2. WONE-F	2. WONE-F>	2. WONE-F	2. WONE-F>	2. WONE-F
3. WMMS-F>	3. WMMS-F	3. WONE-F	WMMS-F	3. WDOK-F	3. WKDD-F>>	3. WKDD-F	3. WNCX-F	3. WGAR-F	3. WNIR-F
4. WLTF-F	4. WMJI-F	WMMS-F>	4. WLTF-F	WLTF-F	4. WPHR-F	4. WNCX-F	4. WNIR-F	4. WKDD-F	4. WGAR-F
5. WQMX-F	5. WLTF-F	5. WLTF-F	5. WMJI-F	5. WNIR-F	WRQK-F	5. WGAR-F	5. WWWE	5. WNIR-F	WMJI-F
6. WPHR-F	6.	6.	6.	WMMS-F	6.	6.	WZAK-F	6.	6.

FORMATS	AM	FM	TOTAL	%	FAL 87 %
TOP 40/CHR/CONTEMP		98 (2)	98 (2)	13.0	12.5
AOR/CLASSIC		161 (4)	161 (4)	21.3	19.2
AC/OLDIES/SOFT ROCK		131 (4)	131 (4)	17.4	12.8
MOR/VARIETY/FULL	58 (1)		58 (1)	7.7	8.5
COUNTRY	34 (2)	50 (2)	84 (4)	11.1	8.8
BLACK/URBAN		21 (1)	21 (1)	2.8	8.9
BTFL/EZ		56 (2)	56 (2)	7.4	13.7
NEWS/TALK	31 (2)	60 (1)	91 (3)	12.1	8.5
NOSTALGIA	24 (1)		24 (1)	3.2	0.6
RELIGION/GOSPEL	5 (1)	5 (1)	10 (2)	1.3	2.8
SPANISH					
CLASSICAL		6 (1)	6 (1)	0.8	1.4
JAZZ/NEW AGE		15 (1)	15 (1)	2.0	1.8
OTHERS/UNKNOWN					0.6
			755 (26)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WHLO	640	Akron/Cleveland	.6/3.1
WQMX-F	94.9	Medina	2.5/7.3
WCLV-F	95.5	Cleveland	.7/2.6
WGAR	1220	Cleveland	.6/2.1
WHK	1420	Cleveland	.5/2.6
WNCX-F	98.5	Cleveland	2.2/9.0
WNWV-F	107.3	Elyria/Cleveland	1.7/4.5
WPHR-F	107.9	Cleveland	2.9/10.4
WQAL-F	104.1	Cleveland	2.9/7.4
WQXK-F	105.1	Salem	2.1/4.7
WRMR	850	Cleveland	2.8/5.1
WRQK-F	106.9	Canton/Akron	1.2/5.6
WTOF-F	98.1	Canton/Akron	.6/2.6
WZAK-F	93.1	Cleveland	2.4/5.7

RADIO STATIONS

WAKR,	1590,	5 KW (DA-N)	, MOR	MBS, $ 47.00*	(Mc-Guild)	Summit	Fred Anthony
WHLO,	640,	5 KW/500 W (DA-2)	, RELIGION	, $ 12.00*	(---)	Mortenson	Garry Meeks
WSLR,	1350,	5 KW (DA-1)	, COUNTRY	ABC-E, $ 32.00*	(Katz)	Barnstable	
WQMX-F,	94.9	118 KW @ 310,	AC	, $ 36.00	(Banner)		Bob Miller (MEDINA)
WKDD-F,	96.5,	50 KW @ 450,	CHR	, $ 70.00*	(Katz)	Barnstable	Dick Lamenello
WNIR-F,	100.1,	3 KW @ 333,	TALK	CBS, $ 28.00*	(K & P)		Dick Klaus (KENT)
WONE-F,	97.5,	13 KW @ 890,	AOR	, $ 50.00*	(Mc-Guild)	Summit	Fred Anthony

Other ranked stations - See Cleveland or Canton

MISCELLANEIOUS COMMENTS: WDBN changes calls to WQMX and format from BTFL to AC (Aug)

ALBANY - SCHENECTADY - TROY

Arbitron Rank/Pop (12+): 53/721,000

MSA Rank/Pop: 60/848,100
ADI #50
Average Person Ratings: 17.1
Market TSL: 22.5 Hours

Stations: 23/22
Diaries: 1230/5[illegible]:1/58.3%
Sample Target: [illegible]060
% Below Line: 0.4%
% Not Listed: 13.6%

1988 Revenue: $20,000,000
HH Inc.: $35,494
Retail $: 6.0 Bil
Pop per Station: 32,773
#1 Biller: WGY $3,800,000

12+ METRO	1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4 BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. WROW-F (EZ)	132/10.7	8.5	11.5	10.7	9.0	10.4	156/1724	1318/18.3	17.1	17.2	68	6.7	81	838	WROW-F
2. WPYX-F (AOR)	130/10.6	11.7	12.4	11.3	10.6	11.5	191/2469	1747/24.2	23.6	23.7	130	13.4	168	2025	WPYX-F
3. WGY (MOR)	110/ 8.9	10.6	10.0	11.8	14.1	10.3	175/2736	1632/22.6	25.5	29.2	97	8.8	107	1430	WGY
4. WGNA-F (C)	98/ 8.0	5.8	5.3	6.1	6.3	6.3	163/1647	961/13.3	11.8	13.4	100	5.8	70	707	WGNA-F
5. WFLY-F (CHR)	93/ 7.6	7.4	9.4	7.8	8.6	8.1	115/1816	1416/19.6	22.1	23.4	93	10.1	122	1745	WFLY-F
6. WKLI-F (AC)	81/ 6.6	5.9	4.9	7.1	5.8	6.1	86/1370	1210/16.8	13.7	15.8	144	5.2	63	1012	WKLI-F
7. WGY-F (CHR)	62/ 5.0	4.9	4.4	6.8	6.1	5.3	84/2017	1413/19.6	20.5	21.1	94	5.0	61	1186	WGY-F
8. WQBK-F (AOR)	59/ 4.8	4.2	4.6	3.9	3.8	4.4	61/1019	988/13.7	12.0	12.1	98	5.8	70	976	WQBK-F
9. WQBK (N/T)	57/ 4.6	5.3	6.2	5.3	5.8	4.1	58/ 708	666/ 9.2	10.4	10.5	61	4.5	54	721	WQBK
10. WTRY (O)	45/ 3.7	5.5	5.5	5.1	7.0	5.0	57/1004	852/11.8	12.6	15.0	151	6.9	83	793	WTRY
11. WVKZ-F (CHR)	33/ 2.7	1.6	1.2	.9	.4	1.6	39/ 487	423/ 5.9	3.9	2.7	30	2.9	35	566	WVKZ-F
12. WABY (BB)	31/ 2.5	4.0	2.7	2.3	2.5	2.9	31/ 323	323/ 4.5	4.9	4.9	28	2.5	30	326	WABY
13. WROW (MOR)	27/ 2.2	1.9	2.7	3.1	3.3	2.5	35/ 606	498/ 6.9	8.2	8.2	77	1.2	15	256	WROW

12+ FM SHARE (METRO): 70.90% (753 OF 1062) (FAL 87: 58.83%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WFLY-F>	1. WPYX-F>>	1. WPYX-F>	1. WPYX-F>	1. WPYX-F>	1. WROW-F>	1. WPYX-F<	1. WROW-F	1. WROW-F<	1. WFLY-F	1. WPYX-F
2. WVKZ-F	2. WKLI-F<	2. WKLI-F	2. WKLI-F	2. WKLI-F	2. WGY	2. WGY	2. WPYX-F	2. WPYX-F	2. WGY	2. WGY >
3. WGY-F>	3. WQBK-F	3. WFLY-F	3. WGNA-F<	3. WGY	3. WGNA-F	3. WROW-F>	3. WGNA-F<	3. WGY <	3. WPYX-F	3. WGNA-F
4. WPYX-F	4. WFLY-F>	4. WQBK-F	4. WFLY-F	4. WGNA-F	4. WQBK-F	4. WGNA-F	4. WKLI-F	4. WFLY-F	4. WKLI-F	4. WACS-F<
5.	5. WGY-F	5. WGNA-F	WGY	5. WROW-F<	5.	5. WFLY-F	5. WFLY-F	5. WGNA-F	5. WGNA-F	5. WROW-F<
				6. WFLY-F			6. WGY	WKLI-F		6. WQBK-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WFLY-F	1. WFLY-F	1. WKLI-F	1. WKLI-F	1. WKLI-F	1. WPYX-F	1. WPYX-F>>	1. WPYX-F>>	1. WPYX-F>>	1. WPYX-F>>
WPYX-F	WPYX-F	2. WFLY-F	2. WFLY-F<	2. WGY <	2. WQBK-F>	2. WQBK-F>	2. WQBK-F	2. WQBK-F	2. WGNA-F
3. WGY-F	3. WKLI-F>	WPYX-F	3. WPYX-F>	3. WROW-F	3. WGY-F	3. WKLI-F	3. WKLI-F	3. WKLI-F	3. WGY
WQBK-F	4. WGY-F	4. WGNA-F	4. WGY-F	4. WFLY-F	4.	4. WFLY-F	4. WFLY-F	4. WGNA-F	WKLI-F
5. WKLI-F	5. WQBK-F	5. WGY-F	5. WGNA-F	5. WGNA-F	5.	5. WGY-F	5. WGY	5. WFLY-F	WQBK-F
	6. WGNA-F	WGY		WPYX-F		WVKZ-F	6. WGY-F		

FORMATS	AM	FM	TOTAL	%	FAL 87 %
TOP 40/CHR/CONTEMP		195 (4)	195 (4)	18.4	16.7
AOR/CLASSIC		197 (3)	197 (3)	18.5	16.8
AC/OLDIES/SOFT ROCK	45 (1)	103 (2)	148 (3)	13.9	14.5
MOR/VARIETY/FULL	148 (3)		148 (3)	13.9	21.3
COUNTRY	5 (1)	98 (1)	103 (2)	9.7	9.2
BLACK/URBAN					
BTFL MUSIC/EZ		144 (2)	144 (2)	13.6	10.8
NEWS/TALK	73 (2)		73 (2)	6.9	6.6
NOSTALGIA	31 (1)		31 (1)	2.9	2.8
RELIGION/GOSPEL	7 (1)		7 (1)	0.7	
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
OTHERS/UNKNOWN		16 (2)	16 (2)	1.5	1.2
	309 (9)	737 (12)	1062 (2[illegible])		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WACS-F	103.5	Cobleskill	.9/2.5
WCKL	560	Catskill	.9/1.6
WEQX-F	102.7	Manchester	.7/3.4
WGNA	1460	Albany	.4/26
WHAZ	1330	Troy	.6/2.1
WHRL-F	103.1	Albany	1.0/4.1
WNYJ-F	98.3	Rotterdam	1.8/5.5
WPTR	1540	Albany	1.3/5.2
WQQY-F	102.3	Saratoga Springs	.6/2.6
WPDH-F	101.5	Poughkeepsie	.4/1.4

RADIO STATIONS

WABY, 1400, 1 KW	, NOSTALGIA	SMN,$ 16.00*	(Durpetti)	Premier
WGY , 810, 50 KW	, MOR	NBC,$115.00	(Eastman)	Empire State
WPTR, 1540, 50 KW (DA-1)	, NEWS/TALK	US 2,ABC-C,$ 40.00	(Katz)	
WQBK, 1300, 5 KW (DA-2)	, TALK	CBS,ABC-T,$ 40.00*	(HNWH)	
WROW, 590, 5 KW/1 KW (DA-2)	, MOR	ABC-I,$ 38.00*	(Christal)	Radio Terrace
WTRY, 980, 5 KW (DA-N)	, OLDIES	MBS,ABC-D,$ 52.00*	(Mc-Guild)	Merv Griffin
WFLY-F, 92.3, 13 KW @ 850	, CHR	ABC-C,$ 90.00	(Katz)	
WGY-F , 99.5, 14 KW @ 930	, CHR	SOURCE,$ 70.00	(Eastman)	Empire State
WGNA-F, 107.7, 13 KW @ 980	, COUNTRY	ABC-E,$ 60.00*	(Republic)	Barnstable
WHRL-F, 103.1, 1 KW @ 400	, BTFL/EZ (?)	MBS,$ 17.00	(---)	
WKLI-F, 100.9, 3 KW @ 300	, AC	US 1,$ 66.00*	(Durpetti)	Premier
WPYX-F, 106.5, 16 KW @ 910	, AOR	ABC-R,$ 83.00*	(Mc-Guild)	Merv Griffin
WQBK-F, 103.9, 3 KW @ 300	, CLASSIC AOR	CBS-R,$ 37.00*	(HNWH)	
WROW-F, 95.5, 12 KW @ 1020	, BTFL/EZ	,$ 61.00*	(Christal)	Radio Terrace

MISCELLANEOUS COMMENTS WPTR changes from Country to News/Talk...

ALBUQUERQUE

Arbitron Rank/Pop (12+): 30/444,800

MSA Rank/Pop: 101/487,500
ADI #55
Average Person Ratings: 17.8
Market TSL: 23.3 Hours

Stations: 24/24
Diaries: 828/537:1/54.4%
Sample Target: 800
% Below Line: 0
% Not Listed: 10.0%

1988 Revenue: $17,800,000
HH/ Inc: $29,141
Retail $: 3.3 Bil
Pop per Station: 18,533
#1 Biller: KKOB $3,700,000

12+ METRO		1/4/SHARE	SPG 88	FAL 87	SPG 87	FAL 86	4BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. KKOB-F	(AC)	95/12.0	11.0	13.1	11.0	15.1	---	131/ 1730	1284/28.9	23.5	28.3	132	12.8	104	1266	KKOB-F
2. KKOB	(MOR)	82/10.4	11.3	11.1	12.7	12.9	---	114/ 1801	1151/25.9	25.3	23.1	98	10.5	85	887	KKOB
3. KRST-F	(C)	74/ 9.4	10.9	9.9	7.1	5.4	---	134/ 1478	886/19.9	18.7	21.4	137	9.7	79	846	KRST-F
4. KKJY-F	(EZ)	59/ 7.5	5.5	5.6	5.6	5.9	---	79/ 915	670/15.1	14.5	10.8	84	2.2	18	287	KKJY-F
5. KZRR-F	(AOR)	57/ 7.2	7.9	6.7	6.1	4.4	---	87/ 1143	831/18.7	18.2	15.3	113	10.4	84	914	KZRR-F
6. KKSS-F	(U/CHR)	56/ 7.1	6.9	7.1	4.1	2.8	---	93/ 1103	724/16.3	14.8	14.9	51	9.6	78	724	KKSS-F
7. KFMG A/F	(AOR)	46/ 5.8	6.6	6.0	8.9	7.8	---	62/ 1063	755/17.0	15.0	17.4	71	8.5	69	780	KFMG A/F
8. KIVA-F	(CHR)	26/ 3.3	3.3	4.6	3.9	1.8	---	47/ 1065	636/14.3	11.6	14.3	42	5.8	47	666	KIVA-F
9. KMGA-F	(AC)	24/ 3.0	3.5	2.6	2.8	2.6	---	35/ 578	421/ 9.5	8.9	9.2	157	2.2	18	217	KMGA-F
10. KNMQ-F	(CHR)	23/ 2.9	3.2	4.8	6.2	8.5	---	38/ 842	549/12.3	12.1	15.9	62	2.6	21	536	KNMQ-F
11. KDEF	(BB)	23/ 2.9	2.7	2.2	2.3	2.9	---	24/ 264	253/ 5.7	5.4	4.7	31	.9	7	106	KDEF
12. KHFM-F	(CL)	21/ 2.7	2.2	2.8	2.3	3.7	---	38/ 489	318/ 7.1	7.5	7.1	100	2.7	22	361	KHFM-F
13. KLSK-F	(J/NA)	17/ 2.2	2.4	2.2	1.9	1.6	---	34/ 601	301/ 6.8	7.5	5.5	164	1.8	15	181	KLSK-F
14. KZIA A/F	(T)	17/ 2.1	1.4	2.3	2.0	1.9	---	17/ 240	240/ 5.4	--	--	76	1.3	8	168	KZIA A/F
15. KRZY	(C)	16/ 2.0	2.2	1.9	2.9	3.7	---	19/ 299	262/ 5.9	4.6	6.2	125	1.6	13	269	KRZY

12+ FM SHARE (METRO): 74.40% (529 of 711) (FAL 87: 74.43%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KKSS-F>	1. KKOB-F	1. KKOB-F	1. KKOB-F	1. KKOB-F	1. KKOB>	1. KKOB	1. KKOB-F>	1. KKOB-F	1. KKSS-F	1. KKSS-F
2. KIVA-F>>	2. KZRR A/F	2. KRST-F	2. KRST-F>	2. KRST-F	2. KKJY-F	2. KKOB-F>	2. KKOB	2. KRST-F<	2. KFMG-F	2. KKOB
3. KNMQ-F	3. KRST-F	3. KZRR A/F	3. KKOB	3. KKOB	3. KKOB-F	3. KRST-F	3. KRST-F	3. KKOB	KRST-F	3. KKOB-F
KZRQ	4. KFMG A/F	4. KKOB	4. KZRR A/F	4. KZRR A/F	4. KRST-F>	4. KZRR-F	KZRR-F	4. KKSS-F	4. KKOB	4. KFMG-F
5.	5. KKSS-F	5. KFMG A/F	5.	5. KKJY-F	5. KDEF	5. KKSS-F	5. KKJY-F	5. KZRR-F	5. KKJY-F	5. KRST-F
6.	6.	6. KKSS-F	6.	6.	6.	6.	6.	6. KKJY-F	KKOB-F	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KKOB-F>>	1. KKOB-F>>	1. KKOB-F>	1. KKOB-F>	1. KKOB-F>
2. KKSS-F	2. KRST-F	2. KRST-F>	2. KRST-F>	2. KRST-F
KRST-F	3. KZRR A/F	3. KMYI-F	3. KKOB	3. KKOB
4. KFMG A/F	4. KKSS-F	KZRR A/F	4. KKSS-F	4. KKJY-F
KZRR A/F	KMYI-F	5. KKJY-F	5. KKJY-F	
6. KMYI-F	6.	6.	KZRR A/F	6.
KNMQ-F				

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KFMG A/F	1. KZRR A/F>	1. KZRR A/F	1. KZRR A/F>	1. KKOB-F
KZRR A/F	2. KFMG A/F	2. KKOB-F	2. KKOB-F<	KZRR-F<
3. KKSS-F>>	3. KKOB-F	3. KRST-F>	3. KRST-F	3. KRST-F
4. KKOB-F	4. KRST-F	4. KFMG A/F>	4. KFMG A/F	4. KKOB>
KNMQ-F	5. KKSS-F	5. KKOB	5. KKOB	5. KFMG A/F
KRST-F	6.	KKSS-F	6. KKSS-F	6.

FORMATS	AM	FM	TOTAL	%	FAL 87 %
TOP 40/CHR/CONTEMP		105 (3)	105 (3)	14.8	17.8
AOR/CLASSIC	17 (2)	99 (2)	116 (4)	16.3	13.6
AC/OLDIES/SOFT ROCK	11 (1)	146 (4)	157 (5)	22.1	19.2
MOR/VARIETY/FULL	82 (1)		82 (1)	11.5	11.9
COUNTRY	16 (1)	74 (1)	90 (2)	12.7	13.4
BLACK/URBAN					
BTFL/EZ		59 (1)	59 (1)	8.3	6.0
NEWS/TALK	9 (1)	8 (1)	17 (2)	2.4	2.4
NOSTALGIA	23 (1)		23 (1)	3.2	2.4
RELIGION/GOSPEL	9 (1)		9 (1)	1.3	1.4
SPANISH	15 (2)		15 (2)	2.1	6.5
CLASSICAL		21 (1)	21 (1)	3.0	3.0
JAZZ/NEW AGE		17 (1)	17 (1)	2.4	2.4
OTHERS/UNKNOWN					
			711 (24)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KABQ	1350	Albuquerque	.8/3.7
KKBR-F	98.5	Los Alamos	1.6/5.1
KKIM	1000	Albuquerque	1.1/3.2
KMYI-F	107.1	Albuquerque	1.8/3.9
KQEO	920	Albuquerque	1.4/6.5
KXKS	1190	Albuquerque	1.1/1.6
KZRQ	1310	Carrales	1.6/3.0

RADIO STATIONS

AM STATIONS

KABQ,	1350,	5 KW/500 W (DA-2),	HISPANIC	,	$ 20.00*	(Caballero)		Ed Gomez
KDEF,	1150,	5 KW/500 W (DA-N),	NOSTALGIA	,	$ 21.00*	(Roslin)		David Ianni
KKIM,	1000,	10 KW (DAYS)	, RELIGION	,	$ 15.00	(MRKT 4)		Jon Lehman
KKOB,	770,	50 KW (DA-N)	, MOR	ABC-I,	$ 65.00	(Mc-Guild)	Fairmont	Art Schreiber
KQBO,	920,	1 KW/500 W (DA-N),	OLDIES	ABC-E,	$ 22.00*	(Katz)	Penn	Art Ortega
KRZY,	1450,	1 KW (DA-1)	, COUNTRY	MBS,	$ 28.00*	(Katz)	Commonwealth	Cindy Weiner
KXKS,	1190,	1 KW (DAYS)	, HISPANIC	,	$ 21.00*	(Caballero)		Rafael Rosales
KNUS,	1580,	10 KW/45 W	, NEWS/TALK	NBC,CBS,	$ 18.00*	(Masla)		John Dome
KZSS,	610,	5 KW (DA-N)	, AOR	,	$ NA	(Republic)	Anchor	Milt McConnell

FM STATIONS

KFMG-F,	107.9,	22 KW @ 4130,	AOR	ABC-R,	$ 45.00*	(HNWH)			Jeff Guier
KHFM-F,	96.3,	15 KW @ 4110,	CLASSICAL	,	$ 30.00	(CMBS)			Mike Langner
KIDI-F,	103.3,	22 KW @ 4069,	HISPANIC	,	$ 19.00*	(---)			
KKJY-F,	100.3,	23 KW @ 4107,	BTFL/EZ	,	$ 42.00*	(Banner)			David Ianni
KKOB-F,	93.3,	21 KW @ 4150,	AC	,	$ 75.00*	(Mc-Guild)	Fairmont		Art Schreiber
KMGA-F,	99.5,	20 KW @ 4134,	AC	US 2,	$ 34.00*	(Katz)	Penn		Art Ortega
KRST-F,	92.3,	23 KW @ 4110,	COUNTRY	,	$ 53.00*	(Katz)	Commonwealth		Cindy Weiner
KZIA-F,	101.7,	3 KW @ 99,	TALK	CBS,ACT-T,	$ 18.00*	(---)			John Dome
KZRR-F,	94.1,	23 KW @ 4130,	AOR	Source,	$ 44.00*	(Republic)	Anchor		Milt McConnell
KIVA-F,	105.1,	100 KW @ 1973,	CHR	,	$ 30.00*	(Banner)	Daytona	(SANTA FE)	Howard Johnson
KNMQ-F,	105.9,	100 KW @ 1936,	CHR	ABC-C,	$ 43.00*	(Christal)		(SANTA FE)	Ron Sack
KLSK-F,	104.1,	100 KW @ 1970,	JAZZ/NEW AGE/CLASS	,	$ 29.00*	(K & P)		(SANTA FE)	Bill Sims
KKSS-F,	97.3,	100 KW @ 1631,	URBAN/CHR	,	$ 32.00*	(---)	Sun Group	(SANTA FE)	Olivia Laurence

CALLS

KIVA-A changes to KZRQ (Aug)
KZIA-A changes to KNUS (Nov)

FORMATS

SALES

KNMQ-F (Santa Fe): Sold to Sun Media for $2,300,000
KRZY, KRST-F: Sold by Wagontrain to Commonwealth for $8,100,000

ALLENTOWN-BETHLEHEM

Arbitron Rank/Pop (12+): 60/567,100

MSA Rank/Pop: 73/665,100
Philadelphia ADI
Average Person Ratings: 17.8
Market TSL: 23.8 Hours

Stations: 29/13
Diaries: 928/611:1/54.9%
Sample Target: 930
% Below Line: 14.5%
% Not Listed: 13.6%

1988 Revenue: $15,000,000
HH/ Inc: $32,916
Retail $: 4.6 Bil
Pop per Station: 43,623
#1 Biller: WLEV-F $3,500,000

12+ METRO		1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4BOOK AVG	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. WFMZ-F	(EZ)	161/16.0	13.4	12.6	12.3	13.4	13.6	192/1685	1380/24.3	22.4	21.7	72	8.3	81	667	WFMZ-F
2. WZZO-F	(AOR)	112/11.1	10.7	10.7	9.8	12.4	10.6	138/1670	1319/23.3	23.3	22.1	111	15.5	152	1521	WZZO-F
3. WLEV-F	(AC)	110/10.9	7.9	11.8	9.2	10.9	10.0	122/1545	1336/23.6	23.4	22.8	167	11.0	108	1280	WLEV-F
4. WAEB-F	(CHR)	99/ 9.8	14.0	9.1	9.0	6.6	10.5	115/1748	1464/25.8	21.0	18.3	92	13.8	135	1727	WAEB-F
5. WAEB	(AC)	64/ 6.3	5.6	5.2	6.2	5.7	5.8	65/ 805	766/13.5	11.9	14.1	81	4.3	42	620	WAEB
6. WQQQ-F	(CHR)	52/ 5.2	7.2	8.7	9.9	8.5	7.8	66/1338	990/17.5	23.1	23.3	90	7.9	77	1283	WQQQ-F
7. WEST	(BB)	36/ 3.6	3.6	3.2	4.2	5.6	3.7	36/ 343	343/ 6.0	5.6	7.7	17	2.1	21	277	WEST
8. WXKW	(C)	34/ 3.4	3.1	4.5	3.5	4.4	3.6	34/ 437	414/ 7.3	7.2	9.8	85	2.0	20	246	WXKW
9. WKAP	(BB)	32/ 3.2	5.1	4.5	6.2	4.7	4.8	32/ 414	414/ 7.3	6.8	9.7	25	4.7	46	421	WKAP
10. WYSP-F	(AOR)	26/ 2.6	2.4	2.9	2.9	2.2	2.7	31/ 650	456/ 8.0	9.7	7.3	104	3.1	30	526	WYSP-F

12+ FM SHARE (METRO): 72.59% (633 of 872) (FAL 87: 71.15%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WAEB-F>	1. WZZO-F>	1. WZZO-F<	1. WLEV-F	1. WLEV-F>	1. WFMZ-F>>	1. WFMZ-F>	1. WFMZ-F>	1. WFMZ-F>	1. WAEB-F	1. WZZO-F
2. WQQQ-F>	2. WAEB-F WLEV-F>>	2. WLEV-F>	2. WZZO-F>	2. WZZO-F	2. WAEB WLEV-F>	2. WLEV-F<	2. WZZO-F	2. WZZO-F	2. WZZOF<	2. WLEV-F>
3. WZZO-F>		3. WAEB-F>	3. WAEB-F	3. WFMZ-F		3. WZZO-F	3. WLEV-F	3. WAEB-F<	3. WLEV-F	3. WFMZ-F
4.	4. WYSP-F	4. WFMZ-F	4. WFMZ-F	4. WAEB-F>	4. WEST<	4. WAEB-F	4. WAEB-F>	4. WLEV-F>	4. WFMZ-F>	4. WQQQ-F
5.	5.	5. WQQQ-F	5. WQQQ-F	5.	5. WXKW	5. WAEB	5. WAEB	5. WQQQ-F WAEB	5. WQQQ-F	5.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WAEB-F>>	1. WAEB-F	1. WLEV-F	1. WLEV-F	1. WLEV-F
2. WZZO-F>	2. WLEV-F	2. WZZO-F	2. WAEB-F	2. WFMZ-F
3. WLEV-F	3. WZZO-F>>	3. WAEB-F>>	3. WZZO-F>	3. WAEB-F
4. WQQQ-F	4.	4. WFMZ-F	4. WFMZ-F WQQQ-F>	4. WZZO-F>
5.	5.	5. WQQQ-F		5.
6.	6.	6.	6.	6.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WZZO-F>>	1. WZZO-F>>	1. WZZO-F>>	1. WZZO-F	1. WLEV-F
2. WAEB-F WYSP-F>	2. WLEV-F<	2. WLEV-F>	2. WLEV-F>>	2. WZZO-F>
	3. WYSP-F	3. WYSP-F>	3. WAEB-F	3. WFMZ-F>
4. WQQQ-F>	4. WAEB-F	4. WMMR-F	4. WYSP-F	4. WAEB WAEB-F
5. WLEV-F	5. WQQQ-F	5.	5. WFMZ-F	
6. WMMR-F	6.	6.	6.	6.

FORMATS	AM	FM	TOTAL	%	FAL 87 %
TOP 40/CHR/CONTEMP		151 (2)	151 (2)	17.3	18.5
AOR/CLASSIC		160 (5)	160 (5)	18.3	18.7
AC/OLDIES/SOFT ROCK	64 (1)	122 (3)	186 (4)	21.3	21.0
MOR/VARIETY/FULL	11 (2)		11 (2)	1.3	1.7
COUNTRY	34 (1)	11 (1)	45 (2)	5.1	6.7
BLACK/URBAN					0.9
BTFL/EZ	1 (1)	175 (3)	176 (4)	20.2	16.1
NEWS/TALK	52 (5)	7 (1)	59 (6)	6.8	3.6
NOSTALGIA	74 (3)		74 (3)	8.5	11.5
RELIGION/GOSPEL	3 (1)		3 (1)	0.3	1.0
SPANISH					
CLASSICAL		7 (1)	7 (1)	0.7	0.3
JAZZ/NEW AGE					
OTHERS/UNKNOWN					1.0
			872 (29)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WEEX	1230	Easton	1.2/4.4
WGPA	1100	Bethlehem	.4/2.5
WRNJ	1000	Hackettstown	.7/2.1
KYW	1060	Philadelphia	1.2/5.6
WABC	770	New York	.8/2.6
WCAU	1210	Philadelphia	.4/1.7
WEAZ-F	101.1	Philadelphia	.8/3.8
WFLN-F	95.7	Philadelphia	.7/2.0
WMGK-F	102.9	Philadelphia	.9/3.1
WMMR-F	93.3	Philadelphia	1.8/4.8
WNEW	1130	New York	.6/1.2
WOGL-F	98.1	Philadelphia	.3/1.9
WOR	710	New York	1.6/3.9
WPAT-F	93.1	Paterson	.1/ .4
WWDB-F	96.5	Philadelphia	.7/1.5
WXRK-F	92.3	New York	.4/1.2
WXTU-F	92.5	Philadelphia	1.1/2.9

RADIO STATIONS

WAEB,	790,	1 KW	, AC	CBS,ABC-I,	$ 30.00	(Katz)	CRB
WEEX,	1230,	1 KW	, TALK	MBS,ABC-T,	$ 17.00*	(Eastman)	Wilks-Schwartz
WEST,	1400,	1 KW	, NOSTALGIA	CBS,	$ 22.00*	(Mc-Guild)	Eastern
WKAP,	1320,	5 KW/1 KW (DA-2)	, NOSTALGIA	SMN,APR,	$ 20.00	(Banner)	Holt
WXKW,	1470,	5 KW (DA-2)	, COUNTRY	NBC,	$ 16.00*	(---)	
WAEB-F,	104.1,	50 KW @ 500,	CHR	,	$ 48.00*	(Katz)	CRB
WFMZ-F,	100.7,	13 KW @ 870,	BTFL/EZ	,	$ 50.00*	(Christal)	
WLEV-F,	96.1,	50 KW @ 500,	AC	,	$ 62.00*	(Mc-Guild)	Eastern
WQQQ-F,	99.9,	50 KW @ 450,	CHR	,	$ 55.00*	(Eastman)	Wilks-Schwartz
WZZO-F,	95.1,	12 KW @ 630,	AOR	,	$ 59.00*	(Banner)	Holt

Other ranked stations - see Philadelphia

NOTES: WKAP sold to Holt for $1,100,000. WEST, WLEV-F sold by Eastern to Zimmerman for $9,000,000 (E) (Blackburn). WEEX/WQQQ-F sold by Wilks-Schwartz to Roth for $10,100,000 (Americom).

ANCHORAGE

Arbitron Rank/Pop (12+): 157/185,200

MSA Rank/Pop: 185/231,700
No ADI
Average Person Ratings: 18.6
Market TSL: 24.5 Hours

Stations: 17/17
Diaries: 597/310:1/51.5%
Sample Target: 550
% Below Line: 0
% Not Listed: 8.7%

1988 Revenue: $8,100,000
HH/ Inc: $43,680
Retail $: 2.6 Bil
Pop per Station: 10,894
#1 Biller: KGOT-F $1,300,000

12+ METRO		1/4/SHARE	SPG 88	FAL 87	SPG 87	FAL 86	4BOOK AVG	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. KGOT-F	(CHR)	44/12.8	13.3	20.4	16.2	13.8	---	50/ 703	589/31.8	32.9	33.4	70				KGOT-F
KWHL-F	(AOR)	44/12.8	14.3	11.1	13.3	12.5	---	47/ 459	412/22.2	19.9	20.5	80				KWHL-F
3. KEAG-F	(O)	32/ 9.3	9.2	--	--	--	---	36/ 429	355/19.2	17.4	--	124				KEAG-F
4. KPXR-F	(CHR)	28/ 8.1	7.8	11.4	7.4	4.4	---	34/ 491	411/22.2	21.1	27.6	58				KPXR-F
5. KASH A/F	(C)	26/ 7.5	7.1	5.5	9.8	4.7	---	27/ 298	276/14.9	14.7	11.5	108				KASH A/F
6. KLEF-F	(CL)	21/ 6.1	--	--	--	--	---	22/ 248	220/11.9	--	--	111				KLEF-F
7. KFQD	(AC)	19/ 5.5	5.4	6.2	8.8	11.9	---	23/ 369	253/13.7	14.6	15.7	131				KFQD
KNIK-F	(J/NA)	19/ 5.5	6.1	3.5	5.9	6.3	---	20/ 257	227/12.3	11.8	7.9	140				KNIK-F
9. KYAK	(C)	.17/ 4.9	6.1	7.3	5.0	6.3	---	22/ 306	195/10.5	12.1	11.8	88				KYAK
10. KENI	(N/T)	13/ 3.8	4.8	3.8	3.2	4.7	---	13/ 217	179/ 9.7	9.7	12.0	124				KENI
11. KKLV-F	(AC)	12/ 3.5	2.7	4.5	5.3	6.6	---	12/ 228	193/10.4	9.7	10.4	134				KKLV-F
12. KXDZ-F	(AC)	8/ 2.3	2.0	3.5	--	--	---	8/ 157	148/ 8.0	7.1	7.5	148				KXDZ-F
KENI-F	(AC)	8/ 2.3	3.4	3.8	4.7	6.3	---	9/ 149	142/ 7.7	11.3	12.4	113				KENI-F
KCFA	(R/G)	8/ 2.3	1.4	.3	.6	--	---	16/ 144	96/ 5.2	3.7	2.5	91				KCFA
15. KHAR	(EZ)	8/ 2.3	3.4	4.5	3.8	5.6	---	11/ 140	117/ 6.3	8.8	9.4	91				KHAR
16. KBYR	(O)	7/ 2.0	2.7	2.8	3.5	1.9	---	9/ 225	184/ 9.9	6.8	10.5	150				KBYR
17.																
18.																
19.																
20.																

12+ FM SHARE (METRO): 74.52% (234 of 314) (FAL 87: 70.16%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KGOT-F	1. KWHL-F>	1. KWHL-F	1. KEAG-F	1. KEAG-F	1. KEAG-F	1. KGOT-F	1. KWHL-F	1. KGOT-F	1. KGOT-F	1. KWHL-F
2. KPXR-F>>	2. KGOT-F	2. KGOT-F	2. KWHL-F	2. KWHL-F	2. KASH A/F	KWHL-F	2. KGOT-F	2. KWHL-F	2. KPXR-F	2. KGOT-F
3.	3. KPXR-F>	3. KEAG-F	3. KGOT-F	3. KGOT-F	KLEF-F	3. KEAG-F	3. KEAG-F	3. KEAG-F	3. KWHL-F	KKLV-F
4.	4. KEAG-F	4. KASH A/F	4. KFQD	4. KASH A/F	4. KFQD	4. KFQD	4. KLEF-F	4. KPXR-F	4. KLEF-F	KPXR-F
5.	5. KASH A/F	5. KPXR-F	KASH A/F	5. KNIK-F	5. KGOT-F	5. KPXR-F	KPXR-F<	5. KASH A/F	5. KEAG-F	5.
6.	KNIK-F	6.	6. KNIK-F	6.	6.	6.	6. KASH A/F	6.	6. KFQD	6.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KGOT-F>	1. KGOT-F>	1. KEAG-F	1. KGOT-F>	1. KGOT-F
2. KPXR-F	2. KWHL-F	KGOT-F>	2. KEAG-F	2. KEAG-F
KWHL-F>	3. KEAG-F	3. KWHL-F	3. KLEF-F	3. KLEF-F
4. KYAK	KPXR-F	4. KKLV-F	KWHL-F	4. KFQD
5. KASH A/F	5.	KLEF-F	5. KASH A/F	KNIK-F
6.	6.	KPXR-F	6.	6.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KWHL-F>>	1. KWHL-F>>	1. KWHL-F>>	1. KWHL-F>>	1. KWHL-F
2. KGOT-F>	2. KGOT-F	2. KNIK-F>	2. KEAG-F	2. KEAG-F
3. KPXR-F>>	KPXR-F	3. KASH A/F	3. KGOT-F	3. KASH A/F
4. KEAG-F	4. KASH A/F	KPXR-F	4. KASH A/F	4. KNIK-F
KASH A/F	KNIK-F	5.	KPXR-F	5. KFQD
KYAK	6.	6.	6.	6.

FORMATS	AM	FM	TOTAL	%	FAL 87 %	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		72 (2)	72 (2)	22.9	35.7	
AOR/CLASSIC		44 (1)	44 (1)	14.0	16.7	
AC/OLDIES/SOFT ROCK	26 (2)	60 (4)	86 (4)	27.4	15.1	
MOR/VARIETY/FULL					4.3	
COUNTRY	25 (2)	18 (1)	43 (3)	13.7	14.3	
BLACK/URBAN						
BTFL/EZ	8 (1)		8 (1)	2.5	8.9	
NEWS/TALK	13 (1)		13 (1)	4.1		
NOSTALGIA						
RELIGION/GOSPEL	8 (1)		8 (1)	2.5		
SPANISH						
CLASSICAL		21 (1)	21 (1)	6.7		
JAZZ/NEW AGE		19 (1)	19 (1)	6.1		
OTHERS/UNKNOWN					5.0	
			314 (17)			

RADIO STATIONS

AM STATIONS

KKSD,	1080,	10 KW (DA-1)		, COUNTRY	ABC-E,	$ NA	(MMR)	Comm. Pacific	Dennis Bookey
KBYR,	700,	1 KW		, OLDIES	CBS,	$ 15.00	(Roslin)		Ron Moore
KENI,	550,	5 KW (DA-1)		, NEWS/TALK	NBC,ABC-I,	$ 22.00*	(Katz)		Greg Clapper
KFQD,	750,	50 KW		, AC	,	$ 43.00*	(Mc-Guild)		Roy Robinson
KHAR,	590,	5 KW (A-2)		, BTFL/EZ	,	$ 24.00*	(Eastman)		Ron Clement
KYAK,	650,	50 KW (DA-1)		, COUNTRY	MBS,	$ 34.00*	(Christal)	Olympia	Gary Donavan

FM STATIONS

KASH-F,	107.5,	100 KW ●	295, COUNTRY	ABC-E,	$ 32.00*	(MMR)	Comm. Pacific	
KENI-F,	100.5,	25 KW ●	178, AC-	,	$ 30.00*	(Katz)		Gregg Clapper
KGOT-F,	101.3,	26 KW ●	-66, CHR	MBS,	$ 55.00*	(Christal)	Olympia	Gary Donavan
KKLV-F,	104.1,	55 KW ●	61, AC	APR,	$ 26.00	(Tacher)		Ron Clement
KNIK-F,	105.3,	25 KW ●	265, NEW AGE	CBS,	$ 22.00	(Roslin)		Ron Moore
KPXR-F,	102.1,	25 KW ●	165, CHR	,	$ 35.00*	(Katz)	Ingstad	Don Nodin
KWHL-F,	106.5,	100 KW ●	-89, AOR	,	$ 46.00	(Mc-Guild)		Roy Robinson
KXDZ-F,	103.1,	3 KW ●	13, SOFT AC	Trans,	$ 18.00	(---)		Kent Byrus
KEAG-F,	97.3,	100 KW ●	??, OLDIES	,	$ NA	(Republic)		
KLEF-F,	98.1,	25 KW ●	??, CLASSICAL	,	$ NA	(CMBS)		

CALLS	FORMATS	SALES
KASH-AM changes to KKSD (Sept).	KLEF signs on with a CLASSICAL format.	

APPLETON-OSHKOSH

Arbitron Rank/Pop (12+): 133/256,100

MSA Rank/Pop: 149/313,100
Green Bay ADI
Average Person Ratings: 17.6
Market TSL: 23.0 Hours

Stations: 22/14
Diaries: 646/396:1.61.3%
Sample Target: 630
% Below Line: 20.0%
% Not Listed: 14.4%

1988 Revenue: $7,300,000
HH/ Inc: $33,022
Retail $: 1.8 Bil
Pop per Station: 18,293
#1 Biller: WAPL-F $2,000,000

12+ METRO		1/4/SHARE	SPG 88	FAL 87	SPG 87	FAL 86	4BOOK AVG	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. WIXX-F	(CHR)	57/12.7	11.8	9.5	11.9	8.6	---	144/ 2080	788/30.8	31.8	27.8	98	12.8	59	888	WIXX-F
2. WAPL-F	(AOR)	54/12.0	15.2	14.8	14.3	14.2	---	127/ 1601	692/27.0	28.7	31.5	114	22.8	105	1018	WAPL-F
3. WMGV-F	(CHR)	47/10.4	7.1	6.3	4.0	4.7	---	58/ 853	700/27.3	18.6	17.2	77	8.5	39	474	WMGV-F
4. WHBY	(MOR)	34/ 7.6	5.4	8.5	6.3	7.6	---	34/ 504	491/19.2	15.2	20.7	87	8.2	38	389	WHBY
5. WROE-F	(EZ)	32/ 7.1	9.1	9.0	10.1	8.6	---	47/ 549	398/15.5	15.0	15.5	118	4.8	22	201	WROE-F
6. WOSH	(MOR)	23/ 5.1	3.9	4.3	3.2	4.7	---	24/ 293	272/10.6	10.8	9.2	69	4.1	19	242	WOSH
7. WAHC-F	(C)	21/ 4.7	4.2	4.8	2.1	3.2	---	26/ 318	271/10.6	8.7	7.3	140	3.3	15	217	WAHC-F
8. WRJQ	(E)	18/ 4.0	2.5	4.0	1.1	.7	---	25/ 312	189/ 7.4	4.4	5.6	55	2.6	12	92	WRJQ
9. WYNE	(C)	17/ 3.8	5.2	5.0	9.3	5.6	---	19/ 263	233/ 9.1	10.5	10.3	105	4.1	19	192	WYNE
10. WKFX-F	(O)	14/ 3.1	4.9	4.5	4.5	3.4	---	21/ 388	265/10.3	12.8	13.3	187	2.4	11	211	WKFX-F

12+ FM SHARE (METRO): 65.19% (251 of 385) (FAL 87: 59.07%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WIXX-F>	1. WAPL-F	1. WAPL-F	1. WAPL-F	1. WAPL-F	1. WHBY	1. WIXX-F<	1. WAPL-F	1. WAPL-F	1. WAPL-F	1. WOSH>
2. WMGV-F>>	2. WIXX-F	2. WIXX-F	2. WIXX-F>	2. WIXX-F>	2. WROE-F	2. WAPL-F	WROE-F	2. WIXX-F	WIXX-F	2. WAPL-F>
3. WAPL-F>	3. WMGV-F>>	3. WMGV-F>>	3. WMGV-F	3. WROE-F	3. WRJQ	3. WMGV-F	3. WIXX-F	3. WMGV-F	3. WMGV-F>>	3. WHBY
4.	4.	4. WROE-F	4. WROE-F	4. WMGV-F	4. WOSH	4. WOSH	4. WMGV-F	4. WROE-F>	4. WOSH	WIXX-F
5.	5.	5. WHBY	5. WHBY	5. WAHC-F	5. WAHC-F	5. WHBY	5. WHBY	5.	5. WROE-F	5.
6.	6.	WKFX-F	6. WKFX-F	WHBY	WYNE	6.	6.	6.	6.	6.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-4	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WMGV-F>	1. WMGV-F<	1. WIXX-F>	1. WMGV-F>	1. WROE-F	1. WAPL-F>>	1. WAPL-F>>	1. WAPL-F>>	1. WAPL-F>>	1. WAPL-F>
2. WIXX-F>>	2. WIXX-F>	2. WAPL-F	WIXX-F	WIXX-F	2. WIXX-F	2. WIXX-F>	2. WIXX-F>	2. WIXX-F>	2. WIXX-F>
3. WAPL-F>	3. WAPL-F	WMGV-F	3. WROE-F	3. WMGV-F	3. WMGV-F	3. WMGV-F>	3. WMGV-F>	3. WMGV-F>	3. WAHC-F
4. WROE-F>	4. WROE-F	WROE-F>	4. WAPL-F	4. WAPL-F	4.	4.	4. WKFX-F	4.	WMGV-F
5. WAHC-F	5.	5. WKFX-F	5.	WHBY	5.	5.	5.	5.	5. WHBY

FORMATS	AM	FM	TOTAL	%	FAL 87 %
TOP 40/CHR/CONTEMP		104 (2)	104 (2)	27.0	15.4
AOR/CLASSIC		54 (1)	54 (1)	14.0	16.2
AC/OLDIES/SOFT ROCK	17 (3)	22 (3)	39 (6)	10.1	17.3
MOR/VARIETY/FULL	62 (4)		62 (4)	16.1	15.4
COUNTRY	25 (2)	23 (2)	48 (4)	12.5	14.3
BLACK/URBAN					
BTFL/EZ		42 (2)	42 (2)	10.9	12.4
NEWS/TALK					
NOSTALGIA	12 (1)		12 (1)	3.1	6.9
RELIGION/GOSPEL		6 (1)	6 (1)	1.5	2.1
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
OTHERS/UNKNOWN	18 (1)		18 (1)	4.7	
			385 (22)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WEM1-F	100.1	Neenah	1.3/ 3.8
WLKE	690	Oshkosh	.7/ 3.0
WMBE	1530	Chilton	2.7/ 2.0
WNAM	1280	Neenah	1.8/10.0
WQWM	1050	Kavkauna	1.3/ 6.9
WDUZ	1400	Green Bay	.7/ 1.7
WDUZ-F	98.5	Green Bay	2.2/ 7.5
WFON-F	107.1	Fond Du Lac	1.1/ 4.0
WGEE	1360	Green Bay	1.8/ 6.7
WNBK-F	93.5	New London	.4/ 3.5
WTMJ	620	Milwaukee	.4/ 3.9
WYCO-F	107.9	Wausau	.7/ 3.3

RADIO STATIONS

WHBY, 1230, 1 KW, MOR	CBS, $ 35.00 (Eastman)	Woodward	Susan Knaack
WNAM, 1280, 5 KW/ 1 KW (DA-1), AC	ABC-I, $ 18.00 (K & P)		Sherly Perisho
WOSH, 1490, 1 KW, MOR	NBC, $ 17.00 (HNWH)	Midwest Family	Bill Mann
WQWM, 1050, 1 KW/500 W (DA-2), OLDIES	, $ 20.00 (Katz)		John Nehmer
WYNE, 1150, 5 KW (DA-2), COUNTRY	ABC-E, $ 27.00 (---)	Fox Valley	Jim Hodges
WRJQ, 1570, 1 KW (DAYS), ETHNIC	, $ 13.00 (---)		
WAHC-F, 96.7, 3 KW @ 293, COUNTRY	ABC-I, $ 16.00 (K & P)		Sherly Perisho
WAPL-F, 105.7, 100 KW @ 500, AOR	, $ 38.00 (Eastman)	Woodward	Susan Knaack
WKFX-F, 104.9, 1 KW @ 480, OLDIES	ABC-R, $ 20.00 (Katz)	Wincom	
WMGV-F, 103.9, 2.5 KW @ 355, CHR	Source, $ 24.00 (HNWH)	Midwest Family	Bill Mann
WROE-F, 94.3, 3 KW @ 337, EZ/BTFL	APR, $ 23.00 (Republic)	Fox Valley	Jim Hodges

ATLANTA

Arbitron Rank/Pop (12+): 13/219,200

MSA Rank/Pop: 1/2,692,400
ADI #12
Average Person Ratings: 17.8
Market TSL: 23.5 Hours

Stations: 24/23
Diaries: 2047/1084:1/49.6%
Sample Target: _1690
% Below Line: 0.5%
% Not Listed: 11.7%

1988 Revenue: $107,000,000
HH Inc.: $36,517
Retail $: 23.0 Bil
Pop per Station: 96,487
#1 Biller: WAOK/WVEE-F $12,600,000

12+ METRO		1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4 BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. WSB-F	(AC)	412/10.4	9.9	8.0	8.4	6.9	9.2	474/6034	5243/23.6	19.1	17.5	130	8.0	306	3588	WSB-F
2. WKLS-F	(AOR)	326/ 8.3	10.1	9.9	7.9	7.6	9.1	386/4969	3889/17.5	18.4	15.1	95	10.3	396	4437	WKLS-F
3. WVEE-F	(B)	309/ 7.8	9.7	10.2	10.5	9.4	9.6	348/4162	3681/16.6	16.7	16.1	103	11.5	440	4047	WVEE-F
WAPW-F	(CHR)	309/ 7.8	5.5	5.8	5.4	6.1	6.1	375/4449	3693/16.6	14.7	14.7	71	7.9	303	4201	WAPW-F
5. WPCH-F	(EZ)	300/ 7.6	8.0	7.9	8.1	8.9	7.9	359/4362	3574/16.1	16.6	18.1	93	6.0	229	3333	WPCH-F
6. WSB	(MOR)	292/ 7.4	7.3	7.4	7.1	8.6	7.3	312/4925	4439/20.0	17.3	18.1	85	4.5	174	2634	WSB
7. WKHX-F	(C)	253/ 6.4	5.8	6.6	7.8	6.7	6.7	361/4101	2837/12.8	13.7	13.8	108	6.3	241	2682	WKHX-F
8. WYAY-F	(C)	230/ 5.8	5.7	5.4	5.7	5.0	5.7	360/4295	2743/12.4	12.8	10.9	122	6.4	247	3498	WYAY-F
9. WZGC-F	(CHR)	216/ 5.5	5.9	6.4	5.4	5.5	5.8	266/4534	3933/17.7	18.3	16.1	62	8.8	340	3911	WZGC-F
10. WQXI A/F	(AC)	168/ 4.3	4.9	5.9	5.6	6.6	5.2	184/3780	3379/15.2	15.1	17.7	128	5.0	185	3009	WQXI A/F
11. WFOX-F	(AC)	165/ 4.2	4.1	4.8	4.3	4.6	4.4	273/4492	3331/15.0	13.4	14.4	140	4.2	161	2633	WFOX-F
12. WAOK	(B)	113/ 2.9	2.9	3.8	3.2	4.3	3.2	113/1176	1176/ 5.3	5.9	6.7	86	2.6	100	1320	WAOK
13. WGST	(N/T)	98/ 2.5	3.5	3.5	3.5	2.6	3.3	100/1993	1925/ 8.7	9.1	8.2	80	3.4	130	1328	WGST
14. WEKS-F	(B)	96/ 2.4	2.9	2.5	3.2	3.5	2.8	138/2145	1814/ 8.2	8.0	8.2	75	3.3	127	1778	WEKS-F
15. WPBD	(B)	49/ 1.2	1.1	---	---	---	.6	51/ 690	663/ 3.0	---	---	150	1.0	39	461	WPBD
16.																
17.																
18.																
19.																
20.																
21.																
22.																
23.																
24.																
25.																

12+ FM SHARE (METRO): 80.33% (2802 OF 3488) (FAL 87: 79.19%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WAPW-F>>	1. WKLS-F	1. WSB-F	1. WSB-F>	1. WSB-F>	1. WSB	1. WSB <	1. WSB-F>	1. WSB-F	1. WKLS-F	1. WVEE-F
2. WKLS-F	2. WSB-F	2. WKLS-F	2. WKLS-F	2. WVEE-F<	2. WPCH-F	2. WSB-F	2. WPCH-F	2. WKLS-F	2. WVEE-F	2. WSB-F
3. WZGC-F	3. WVEE-F	3. WVEE-F	3. WVEE-F	3. WKLS-F	3. WSB-F-	3. WVEE-F	3. WKLS-F	3. WAPW-F	3. WAPW-F	3. WKLS-F
4. WVEE-F>	4. WAPW-F	4. WAPW-F	4. WYAY-F<	4. WPCH-F<	4. WKHX-F	4. WAPW-F	4. WKHX-F	4. WPCH-F	4. WSB-F<	4. WSB
5.	5. WZGC-F	5. WKHX-F	5. WKHX-F	WYAY-F	5. WYAY-F	5. WKLS-F	5. WSB	5. WVEE-F	5. WZGC-F	5. WGST
6.	6. WQXI-F+	6. WYAY-F<	6. WFOX-F	6. WKHX-F	6.	6. WPCH-F	6. WAPW-F	6. WKHX-F	6. WQXI-F+	6. WZGC-F
7.	7. WKHX-F<	7. WZGC-F	WPCH-F	7. WSB	7.	WYAY-F	WVEE-F	7. WYAY-F	7. WPCH-F	7. WKHX-F
8.	8. WFOX-F<	8.	8. WAPW-F<	8. WFOX-F	8.	8. WZGC-F	8. WYAY-F	8. WSB	8.	8. WPCH-F
9.	9. WYAY-F	9.	9. WQXI-F+	9.	9.	9. WKHX-F	9.	WZGC-F	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WAPW-F	1. WAPW-F<	1. WSB-F	1. WSB-F>	1. WSB-F>	1. WKLS-F	1. WKLS-F>>	1. WKLS-F>	1. WKLS-F>	1. WKLS-F
2. WZGC-F	2. WSB-F	2. WAPW-F	2. WVEE-F	2. WVEE-F<	2. WZGC-F	2. WVEE-F	2. WSB-F	2. WSB-F	2. WSB-F
3. WVEE-F	3. WVEE-F	3. WVEE-F>	3. WAPW-F	3. WPCH-F	3. WVEE-F>	3. WSB-F	3. WQXI-F	3. WVEE-F	3. WSB
4. WSB-F	4. WZGC-F	4. WFOX-F	4. WZGC-F<	4. WKHX-F	4. WKHX-F	4. WQXI-F+	4. WVEE-F>	4. WSB <	4. WYAY-F
5. WKLS-F>	5. WKLS-F	5. WZGC-F	5. WKHX-F<	5. WFOX-F	5. WSB-F	5. WZGC-F	5. WAPW-F	5. WKHX-F	5. WVEE-F
6. WEKS-F	6. WFOX-F	6. WKLS-F	6. WFOX-F<	6. WYAY-F	6. WEKS-F	6. WAPW-F	6. WYAY-F	WYAY-F	6. WKHX-F
WKHX-F	7. WQXI-F+	WPCH-F	7. WPCH-F	7. WAPW-F	7. WAPW-F	7. WYAY-F	7. WSB	7. WQXI-F+	7. WQXI-F+
8. WYAY-F	8.	WQXI-F	8. WYAY-F	8.	8.	8.	8.	8. WZGC-F	8. WPCH-F
9. WQXI-F+	9.	9. WKHX-F	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

FORMATS	AM	FM	TOTAL	%	FAL 87 %
TOP 40/CHR/CONTEMP		525 (2)	525 (2)	15.4	12.9
AOR/CLASSIC		326 (1)	326 (1)	9.3	8.4
AC/OLDIES/SOFT ROCK	3 (1)	742 (3)	745 (4)	21.4	20.0
MOR/VARIETY/FULL	292 (1)		292 (1)	8.4	9.6
COUNTRY	9 (1)	483 (2)	492 (3)	14.1	13.9
BLACK/URBAN	174 (3)	405 (2)	479 (5)	13.7	20.2
BTFL MUSIC/EZ		300 (1)	300 (1)	8.6	9.8
NEWS/TALK	122 (2)		122 (2)	3.5	3.5
NOSTALGIA					
RELIGION/GOSPEL	39 (2)	21 (1)	60 (3)	1.7	0.3
SPANISH					
CLASSICAL	15 (1)		15 (1)	0.4	0.8
JAZZ/NEW AGE					
OTHERS/UNKNOWN	32 (1)		32 (1)	0.9	0.6
	686 (12)	2802 (12)	3488 (24)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAEC	860	Atlanta	.8/ .9
WCNN	680	N. Atlanta	.6/3.2
WGKA	1190	Atlanta	.4/1.1
WGUN	1010	Atlanta	.4/1.3
WIGO	1340	Atlanta	.3/1.1
WKHX	101.5	Marietta	.2/1.0
WTJH	1260	East Point	.6/ .6
WVFJ-F	93.3	Manchester	.5/1.6

RADIO STATIONS

AM STATIONS

WAEC,	860,	5 KW (DAYS)	, RELIGION	,$ 22.00	(Forus)	Forus	
WAOK,	1380,	5 KW	, BLACK	NBN,NBC,$ 60.00	(Mc-Guild)	Summit	
WCNN,	680,	50 KW/10 KW (DA-1)	, NEWS/TALK	US 2,CNN,$ 42.00	(HNWH)		
WGKA,	1190,	10 KW (DAYS)	, CLASSICAL	,$ 40.00	(CMBS)		
WGST,	920,	5 KW/1 KW	, NEWS/TALK	ABC-I,MBS,$ 75.00	(Eastman)	Jacor	
WGUN,	1010,	50 KW (DAYS)	, GOSPEL	,$ 21.00	(---)	Rivers	
WIGO,	1340,	1 KW	, BLACK	,$ 45.00	(Citimedia)		
WKHX,	590,	5 KW (DA-N)	, COUNTRY	,$ NA	(Republic)	Cap Cities/ABC	
WQXI,	790,	5 KW/1 KW (DA-N)	, OLDIES	,$ NA	(Banner)	Jeff-Pilot	
WSB ,	750,	50 KW	, MOR/TALK	APR,ABC-T,$190.00	(Christal)	Cox	
WYZE,	1480,	5 KW (DAYS)	, BLACK/GOSPEL	,$ 16.00	(---)	Buck	

FM STATIONS

WAPW,	97.7,	100 KW @ 1000,	CHR	,$120.00	(Durpetti)	Susquehanna	
WEKS,	104.1,	60 KW @ 1220,	BLACK	CBS-R,$ 70.00	(Durpetti)	Zapis	
WFOX,	97.1,	100 KW @ 1566,	OLDIES	,$135.00	(MMR)	Shamrock	(GAINESVILLE)
WKHX,	101.5,	100 KW @ 900,	COUNTRY	,$175.00	(Republic)	Cap Cities/ABC	
WKLS,	96.1,	100 KW @ 950,	AOR	ABC-R,$190.00	(Katz)	Great American	
WPCH,	94.9,	100 KW @ 968,	BTFL/EZ	,$170.00	(Eastman)	Jacor	
WQXI,	94.1,	100 KW @ 914,	AC/CONTEMP	,$1[illegible]8.00	(Banner)	Jeff-Pilot	
WSB ,	98.5,	100 KW @ 919,	AC	,$176.00	(Christal)	Cox	
WVEE	103.3,	100 KW @ 1022,	URBAN	US 1,$175.00	(Mc-Guild)	Summit	
WYAY,	106.7,	100 KW @ 1400,	COUNTRY	,$160.00	(MMR)	New City	(GAINESVILLE)
WZGC,	92.9,	100 KW @ 910,	CLASSIC ROCK	,$140.00	(HNWH)	Cook Inlet	

CALL LETTER CHANGES

FORMAT CHANGES

WCNN: From Nostalgia to News/Talk (Nov.)
WZGC-F: From CHR to Classic Rock (Jan.)
[illegible]X-F: From AC to Oldies (Jan.)

STATION SALES

WAGQ-F (Athens): Sold for $15,260,000
WPDB: Sold to Jacor for $4,300,000

* FORMAT CODES *

CHR	Contemporary Hit Radio, Top 40, Contemporary	T	Talk
AC	Adult Contemporary	N	News
O	Oldies (1955 to near 1988)	SP	Hispanic/Spanish
B	Black (audience predominantly Black - over 75%)	BB	Big Band, Nostalgia
U	Urban (majority of audience is non-white although a large segment is white)	M	Middle of Road (MOR), Full Service, Variety
		J/NA	Jazz and New Age
EZ	EZ Listening, Beautiful Music	R	Religion, Christian, Christian Music
AOR	Album Oriented Rock, also includes Classic Rock	G	Gospel
CL	Classical	E	Ethnic
C	Country	?	Others or Unknown

ATLANTIC CITY

Arbitron Rank/Pop (12+): 164/180,300

MSA Rank/Pop: 151/304,300
Philadelphia ADI
Average Person Ratings: 18.0
Market TSL: 24.0 Hours

Stations: 25/9
Diaries: 599/301:1/41.1%
Sample Target: 550
% Below Line: 25.9%
% Not Listed: 14.5%

1988 Revenue: $7,300,000
HH/ Inc: $31,094
Retail $: 2.8 Bil
Pop per Station: 20,033
#1 Biller: NA

12+ METRO		1/4/SHARE	SPG 88	FAL 87	SPG 87	FAL 86	4BOOK AVG	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. WAYV-F	/(CHR)	43/13.3	17.7	---	13.4	---	---	56/ 704	491/27.2	33.7	---	150				WAYV-F
2. WFPG-G	(EZ)	40/12.3	14.2	---	10.6	---	---	54/ 454	353/19.6	19.1	---	73				WFPG-F
3. WMGM-F	(CHR)	27/ 8.3	6.3	---	4.1	---	---	35/ 416	289/16.0	13.3	---	93				WMGM-F
4. WMID	(BB)	25/ 7.7	7.9	---	9.4	---	---	36/ 327	261/14.5	11.2	---	25				WMID
5. WMID-F	(AC)	18/ 5.6	3.2	---	5.6	---	---	25/ 382	294/16.3	10.0	---	127				WMID-F
6. WUSS	(B)	15/ 4.6	1.3	---	6.9	---	---	16/ 180	156/ 8.7	2.9	---	141				WUSS
WUSL-F	(B)	15/ 4.6	3.5	---	3.4	---	---	23/ 203	155/ 8.6	7.9	---	126				WUSL-F
WZXL-F	(AOR)	15/ 4.6	2.8	---	1.6	---	---	29/ 389	179/ 9.9	7.2	---	126				WZXL-F
9. WXTU-F	(C)	14/ 4.3	3.8	---	3.8	---	---	15/ 188	170/ 9.4	8.0	---	121				WXTU-F
10. WMMR-F	(AOR)	13/ 4.0	6.3	---	7.5	---	---	21/ 321	211/11.7	13.4	---	130				WMMR-F

12+ FM SHARE (METRO): 81.27% (217 of 267) (FAL 87: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WAYV-F>	1. WAYV-F	1. WAYV-F>	1. WAYV-F>>	1. WAYV-F>>	1. WFPG-F>	1. WAYV-F	1. WAYV-F	1. WFPG-F	1. WMID	1. WMID
2. WMGM-F>	WMGM-F	2. WMGM-F	2. WMGM-F	2. WFPG-F	2. WMID	2. WFPG-F	2. WFPG-F>	2. WAYV	2. WMGM-F	WZXL-F
3. WBSS-F	3. WUSL-F	3. WMID-F	3. WFPG-F	3. WMGM-F	3. WAYV-F>	3. WMID	3. WMGM-F	3. WAYV	3. WMGM-F	3. WAYV-F
4. WMMR-F	4. WZXL-F	WUSL-F	4. WMID-F	4. WMID-F	4.	4. WMGM-F	4. WMID	4.	4. WFPG-F	WFPG-F
5.	5. WMMR-F	WZXL-F	5.	5.	5.	5.	5. WMID-F	5.	5.	5.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WUSL-F	1. WAYV-F	1. WAYV-F>>	1. WAYV-F>>	1. WAYV-F>>	1. WMGM-F	1. WZXL-F	1. WUSL-F	1, WAYV-F	1. WAYV-F>>
2. WUSS>	2. WUSS	2. WMGM-F	2. WUSS	2. WFPG-F	2. WZXL-F>>	2. WMGM-F	2. WZXL-F	2. WMGM-F	2. WMGM-F
3. WAYV-F	WUSL-F	WUSS	3. WMGM-F	3. WMID-F	3. WMMR-F	3. WMMR-F	3. WAYV-F	3. WZXL-F	WZXL-F
WMGM-F	4. WMGM-F	WMMR-F	WMID-F	WUSS	4.	WUSL-F	WMMR-F>	4. WMMR-F	4. WFPG-F
WMID-F	5.	5.	5. WUSL-F	5.	5.	5. WAYV-F	5. WFPG-F WMGM-F	5. WUSL-F	WMMR-F

FORMATS	AM	FM	TOTAL	%	FAL 87 %
TOP 40/CHR/CONTEMP		71 (3)	71 (3)	26.6	---
AOR/CLASSIC		29 (3)	29 (3)	10.9	---
AC/OLDIES/SOFT ROCK	3 (1)	29 (6)	32 (7)	12.0	---
MOR/VARIETY/FULL					
COUNTRY		14 (1)	14 (1)	5.2	---
BLACK/URBAN	15 (1)	15 (1)	30 (2)	11.2	---
BTFL/EZ	4 (1)	40 (1)	44 (2)	16.5	---
NEWS/TALK	3 (2)	1 (1)	4 (3)	1.5	---
NOSTALGIA	25 (1)	8 (1)	33 (2)	12.4	---
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
OTHERS/UNKNOWN		10 (2)	10 (2)	3.7	
			267 (25)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WFPG	1450	Atlantic City	1.2/7.5
WOND	1400	Pleasantville	.9/9.2
WRDR-F	104.9	Egg Harbor	2.5/6.0
KYW	1060	Philadelphia	.3/4.5
WBSS-F	97.3	Millville	1.2/4.5
WCAU	1210	Philadelphia	.6/4.6
WIOQ-F	102.1	Philadelphia	.6/3.4
WKSZ-F	100.3	Media	.6/2.2
WKTU-F	98.3	Ocean City	1.9/5.8
WMGK-F	102.9	Philadelphia	.9/4.1
WOGL-F	98.1	Philadelphia	.6/2.6
WSLT-F	106.3	Ocean City	.6/4.3
WSTW-F	93.7	Wilmington	.3/1.6
WWDB-F	96.5	Philadelphia	.3/2.6
WYSP-F	94.1	Philadelphia	.3/3.1

RADIO STATIONS

WMID,	1340,	1 KW	, NOSTALGIA	NBC,	$ 24.00 (Republic)		
WOND,	1400,	1 KW	, OLDIES	ABC-E,	$ 15.00 (Mc-Guild)		Dick Irland
WUSS,	1490,	1 KW/250 W	, BLACK	MBS, NBN,	$ 17.00 (Lotus)		Larry Hayes
WAYV-F,	95.1,	20 KW @ 300,	CHR	,	$ 37.00 (Katz)	Forrest	Vi Trofa
WFPG-F,	96.9,	50 KW @ 400.	BTFL/EZ	,	$ 31.00 (Eastman)	Hartstone/Dickstein	Dick Taylor
WMGM-F,	103.7,	50 KW @ 395,	CHR	,	$ 21.00 (Mc-Guild)		Dick Irland
WMID-F,	99.3,	3 KW @ 290,	AC	,	$ 22.00 (Republic)		Bill Musser
WRDR-F,	104.9,	3 KW @ 280,	NOSTALGIA	APR,	$ 15.00 (---)	(EGG HARBOR)	John DeMasi
WSLT-F,	106.3,	3 KW @ 310,	SOFT AC	,	$ 16.00 (Groskin)	(OCEAN CITY)	Neeley Crowley
WZXL-F,	100.7,	38 KW @ 330,	AOR	,	$ 15.00 (Durpetti)	(WILDWOOD)	Joe Gallagher

Other ranked stations - See Philadelphia

AUSTIN

Arbitron Rank/Pop (12+): 58/630,500

MSA Rank/Pop: 66/764,500
ADI# 70
Average Person Ratings: 16.1
Market TSL: 21.3 Hours

Stations: 16/15
Diaries: 889/709:1/49.1%
Sample Target: 880
% Below Line: 1.3%
% Not Listed: 20.3%

1988 Revenue: $22,100,000
HH/ Inc: $34,055
Retail $: 5.3 Bil
Pop per Station: 42,033
#1 Biller: KASE-F $4,400,000

12+ METRO		1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4BOOK AVG	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. KASE-F	(C)	151/14.9	12.6	15.9	14.4	13.5	14.5	215/ 2258	1515/24.0	24.6	23.3	111	15.5	163	1568	KASE-F
2. KLBJ-F	(AOR)	100/ 9.9	10.1	10.2	8.8	7.6	9.8	112/ 1792	1508/23.9	20.7	19.6	111	13.0	136	1834	KLBJ-F
3. KBTS-F	(CHR)	92/ 9.1	8.0	10.6	8.5	7.1	9.1	134/ 2110	1376/21.8	23.9	19.9	74	10.5	110	1847	KBTS-F
4. KKMJ-F	(AC)	90/ 8.9	9.5	10.0	10.5	11.1	9.7	98/ 1401	1281/20.3	20.1	23.4	122	8.5	89	1042	KKMJ-F
5. KEYI-F	(AC)	69/ 6.8	4.2	3.2	4.0	5.4	4.6	81/ 1301	1069/17.0	11.7	16.0	121	6.0	63	900	KEYI-F
6. KHFI-F	(CHR)	55/ 5.4	9.5	7.2	8.2	6.8	7.6	56/ 1125	1102/17.5	21.0	19.3	69	6.5	68	1575	KHFI-F
7. KLBJ	(N/T)	54/ 5.3	5.3	5.1	4.6	4.7	5.1	62/ 1070	913/14.5	13.3	13.0	96	3.6	38	690	KLBJ
8. KQFX-F	(O)	46/ 4.5	4.3	4.0	3.9	4.3	4.2	56/ 1139	971/15.4	14.6	11.6	124	3.3	34	709	KQFX-F
9. KPEZ-F	(AOR)	35/ 3.5	4.1	3.6	5.8	4.2	4.3	35/ 874	858/13.6	11.9	12.8	106	5.3	55	829	KPEZ-F
10. KAPT-F	(AC)	29/ 2.9	2.7	2.6	3.5	3.5	2.9	32/ 500	536/ 6.9	10.8	11.0	72	1.1	11	208	KAPT-F
11. KVET	(C)	24/ 2.4	2.8	3.1	4.2	4.5	3.1	33/ 522	435/ 6.9	5.5	10.4	88	2.8	29	406	KVET
12. KOKE	(EZ)	22/ 2.2	3.0	4.2	2.9	2.7	3.1	23/ 211	182/ 2.9	5.5	5.7	32	.4	4	155	KOKE

12+ FM SHARE (METRO): 82.65% (667 of 807) (FAL 87: 76.83%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KBTS-F>>	1. KLBJ-F	1. KASE-F	1. KASE-F>	1. KASE-F>	1. KASE-F>	1. KASE-F>	1. KASE-F>	1. KASE-F	1. KLBJ-F<	1. KASE-F
2. KHFI-F>>	2. KASE-F	2. KLBJ-F>	2. KLBJ-F	2. KLBJ-F	2. KKMJ-F	2. KLBJ-F<	2. KKMJ-F	2. KLBJ-F	2. KBTS-F	2. KLBJ
3.	3. KBTS-F	3. KKMJ-F	3. KKMJ-F	3. KKMJ-F	3. KLBJ	3. KKMJ-F	3. KLBJ-F	3. KKMJ-F	3. KASE-F	3. KKMJ-F
4.	4. KHFI-F	4. KBTS-F	4. KEYI-F	4. KEYI-F	4. KEYI-F	4. KBTS-F	4. KEYI-F	4. KBTS-F	KHFI-F	KLBJ-F
5.	KKMJ-F<	5. KEYI-F	5. KBTS-F	5. KBTS-F	5. KAPT-F	5. KEYI-F	5. KBTS-F	5. KEYI-F	5. KLBJ	5. KBTS-F
6.	6. KEYI-F	6.	6.	6.	6.	6.	6.	6. KHFI-F	6.	KHFI-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KBTS-F	1. KASE-F	1. KASE-F>	1. KASE-F	1. KASE-F	1. KLBJ-F>>	1. KLBT-F>	1. KLBJ-F>	1. KLBJ-F	1. KASE-F
KHFI-F	2. KLBJ-F	2. KLBJ-F	2. KEYI-F	2. KEYI-F	2. KBTS-F	2. KASE-F	2. KASE-F	2. KASE-F>	2. KLBJ-F>
KLBJ-F	3. KBTS-F	3. KEYI-F	3. KKMJ-F	KKMJ-F>	3. KASE-F	3. KBTS-F>	3. KBTS-F>	3. KBTS-F	3. KKMJ-F
4. KASE-F>	4. KEYI-F	4. KBTS-F>	4. KLBJ-F	4. KLBJ-F	4. KQFX-F	4. KQFX-F	4. KKMJ-F	4. KKMJ-F	4. KBTS-F
5. KKMJ-F	5. KHFI-F	5. KKMJ-F	5. KBTS-F	5. KBTS-F	5.	5. KKMJ-F	KQFX-F	5. KQFX-F	5. KLBJ
6.	6. KKMJ-F	6.	6. KHFI-F	6.	6.	6.	6. KPEZ-F	6.	KQFX-F

FORMATS	AM	FM	TOTAL	%	FAL 87 %
TOP 40/CHR/CONTEMP		147 (2)	147 (2)	18.2	20.6
AOR/CLASSIC		135 (2)	135 (2)	16.7	14.7
AC/OLDIES/SOFT ROCK		234 (4)	234 (4)	29.0	25.1
MOR/VARIETY/FULL					
COUNTRY	24 (1)	151 (1)	175 (2)	21.7	21.3
BLACK/URBAN					
BTFL/EZ	22 (1)		22 (1)	2.7	3.8
NEWS/TALK	67 (2)		67 (2)	8.3	7.8
NOSTALGIA					
RELIGION/GOSPEL	10 (1)		10 (1)	1.2	
SPANISH	7 (1)		7 (1)	0.9	4.6
CLASSICAL					
JAZZ/NEW AGE					
OTHERS/UNKNOWN	10 (1)		10 (1)	1.2	2.2
			807 (16)		

OTHER RADIO STATIONS/METRO SHARE & CUME RATING

KIXL	970	Del Valle	1.0/2.5
KTAE	1260	Taylor	1.0/1.6
KTXZ	1560	W. Lake Hills	.7/2.5
WOAI	1200	San Antonio	1.3/4.4

RADIO STATIONS

KELG,	1440,	500 W (DA-2)	, HISPANIC		, $ 17.00 (Lotus)	Encore	
KIXL,	970,	1 KW (DAYS,DA)	, RELIGION		, $ 10.00 (Republic)		
KLBJ,	590,	5 KW/1 KW (DA-N)	, NEWS/TALK	CBS, MBS,	$ 46.00 (Eastman)		
KOKE,	1370,	5 KW/500 W (DA-2)	, BTFL/EZ		, $ 27.00 (---)		
KVET,	1300,	5 KW/1 KW (DA-2)	, COUNTRY	ABC-I,	$ 40.00 (Katz)		
KAPT-F,	94.7,	100 KW @ 1154,	CONTEMP		, $ 34.00 (Durpetti)		(LULING)
KASE-F,	100.7,	100 KW @ 1190,	COUNTRY		, $100.00 (Katz)		
KBTS-F,	93.3,	100 KW @ 1983,	CHR		, $ 70.00 (Christal)	Genesis	(KILLEEN)
KEYI-F,	103.5,	100 KW @ 1260,	AC		, $ 60.00 (Christal)	Degree	
KHFI-F,	98.3,	1.3 KW @ 418,	CHR	ABC-C,	$ 67.00 (Republic)	Encore	
KKMJ-F,	95.5,	100 KW @ 1000,	AC		, $ 82.00 (CBS)	Keymarket	
KLBJ-F,	93.7,	100 KW @ 1057,	AOR		, $ 76.00 (Eastman)		
KPEZ-F,	102.3	3 KW @ 300,	CLASSIC ROCK		, $ 58.00 (HNWH)	Clear Channel	
KQFX-F,	96.5,	29 KW @ 653,	OLDIES	ABC-R,	$ 36.00 (Banner)	Capitol-Johnson	(GEORGETOWN)

BAKERSFIELD

Arbitron Rank/Pop (12+): 87/352,400

MSA Rank/Pop: 93/522,300
ADI# 144
Average Person Ratings: 16.4
Market TSL: 21.8 Hours

Stations: 25/20
Diaries: 740/476:1/42.6%
Sample Target: 740
% Below Line: 4.2%
% Not Listed: 13.1%

1988 Revenue: $13,000,000
HH/ Inc: $34,984
Retail $: 3.2 Bil
Pop per Station: 17,620
#1 Biller: KUZZ A/F $2,700,000

12+ METRO		1/4/SHARE	SPG 88	FAL 87	SPG 87	FAL 86	4BOOK AVG	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. KUZZ A/F	(C)	104/18.0	15.4	24.1	26.9	27.4			940/26.7	23.4	---	104				KUZZ A/F
2. KKXX-F	(CHR)	69/11.9	6.7	---	1.0	---			1031/29.2	20.6	---	82				KKXX-F
3. KKBB-F	(AOR)	46/ 8.0	5.2	1.1	4.5	1.9			438/12.4	9.5	2.3	88				KKBB-F
KGFM-F	(EZ)	46/ 8.0	6.8	6.3	7.1	4.9			458/13.0	11.9	10.0	104				KGFM-F
5. KQXR-F	(CHR)	36/ 6.2	9.6	7.9	8.2	9.1			731/20.7	24.4	18.2	61				KQXR-F
6. KERN	(MOR)	29/ 5.0	4.6	4.7	2.6	4.0			431/12.2	10.9	7.4	76				KERN
KGEO	(AC)	29/ 5.0	5.0	2.1	4.0	5.6			392/11.1	7.4	7.0	146				KGEO
8. KLLY-F	(AC)	26/ 4.5	3.3	4.5	4.2	4.0			367/10.4	8.2	9.9	149				KLLY-F
KWAC	(SP)	26/ 4.5	3.4	6.5	3.5	7.2			296/ 8.4	4.6	6.5	113				KWAC
10. KBOS-F	(CHR)	14/ 2.4	2.1	2.6	2.3	1.1			174/ 4.9	4.7	3.8	67				KBOS-F
KAFY	(SP)	14/ 2.4	2.0	5.3	2.3	4.9			186/ 5.3	3.7	7.7	104				KAFY
12. KHIS-F	(R/G)	12/ 2.1	.8	.8	1.3	.9			188/ 5.3	3.3	3.1	138				KHIS-F
13. KXEM	(SP)	9/ 1.6	.8	1.0	---	---			71/ 2.0	1.8	1.2	81				KXEM

NOTE: This market's metro and TSA are the same.

12+ FM SHARE (METRO): 65.94% (331 of 502) (FAL 87: 54.04%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KKXX-F>>	1.KKBB-F	1. KUZZ A/F	1.KUZZ A/F>	1.KUZZ A/F>>	1.KUZZ A/F>	1.KUZZ A/F>	1.KUZZ A/F>	1.KUZZ A/F>	1. KUZZ A/F	1. KUZZ-F
2. KQXR-F>>	2.KKXX-F	2. KKXX-F	2.KKXX-F	2.KKXX-F	2.KKXX-F	2.KKXX-F	2.KKXX-F	2.KKXX-F>	2. KKXX-F>	2. KKBB-F
3.	3.KUZZ A/F>	3. KKBB-F>	3.KGEO	3.KGFM-F	3.KERN	3.KGFM-F	3.KGFM-F	3.KKBB-F>	3. KKBB-F	3. KUZZ
4.	4.KQXR-F	4. KGEO	KKBB-F	4.KGEO	4.KGEO	4.KWAC	4.KKBB-F	4.KQXR-F	4. KQXR-F	4. KERN
5.	5.KLLY-F	KLLY-F	5.KGFM-F	5.KKBB-F	5.KWAC	5.	5.KGEO	5.KGFM-F	5. KERN	5.
6.	6.	6. KQXR-F	KLLY-F	6.KLLY-F	6.	6.	6.	6.	6.	6.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KKBB-F	1. KKXX-F	1. KKXX-F>	1. KKXX-F>	1. KUZZ A/F	1. KKBB-F>>	1. KKBB-F	1. KUZZ A/F	1.KUZZ A/F>	1.KUZZ AF>>
KKXX-F	2. KKBB-F	2. KLLY-F	2. KUZZ A/F	2. KKXX-F	2. KKXX-F	2. KUZZ A/F	2. KKBB-F	2.KKBB-F	2.KKBB-F
3. KQXR-F>	3. KLLY-F	3. KKBB-F	3. KKBB-F	3. KGFM-F	3. KQXR-F	3. KKXX-F>	3. KKXX-F	3.KKXX-F	3.KGEO
4. KLLY-F	4. KQXR-F	4. KQXR-F	KLLY-F	4. KLLY-F	KUZZ A/F	4. KQXR-F	4. KLLY-F>	4.KGEO	KKXX-F
KUZZ A/F	5. KUZZ A/F	KUZZ A/F	5. KGFM-F	5. KGEO	5.	5. KLLY-F	5. KWAC	5.KQXR-F	5. KGFM-F
6.	6.	6.	6. KQXR-F	6.	6.	6.	6.	6.	6.

FORMATS	AM	FM	TOTAL	%	FAL 87 %
TOP 40/CHR/CONTEMP		119 (3)	119 (3)	23.7	24.4
AOR/CLASSIC		46 (1)	46 (1)	9.2	4.4
AC/OLDIES/SOFT ROCK	29 (1)	34 (3)	63 (4)	12.5	15.3
MOR/VARIETY/FULL	40 (3)		40 (3)	8.0	7.0
COUNTRY	42 (1)	64 (2)	106 (3)	21.1	18.0
BLACK/URBAN					
BTFL/EZ		46 (1)	46 (1)	9.2	7.2
NEWS/TALK	2 (1)		2 (1)	0.4	1.3
NOSTALGIA	2 (1)		2 (1)	0.4	0.6
RELIGION/GOSPEL	5 (1)	14 (2)	19 (3)	3.8	1.5
SPANISH	49 (3)		49 (3)	9.8	14.5
CLASSICAL		8 (1)	8 (1)	1.6	2.6
JAZZ/NEW AGE					0.6
OTHERS/UNKNOWN	2 (1)		2 (1)	0.4	3.3
RADIO STATIONS			502 (25)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KCHJ	1010	Delano	.3/1.7
KDNO-F	98.5	Delano	.3/1.1
KERI	1180	Wasco	.9/4.1
KKRV-F	102.3	Kernville	.7/1.7
KPMC	1560	Bakersfield	.9/3.8
KVLI	1140	Lake Isabella	1.0/2.2
KFSO-F	92.9	Visalia	.7/1.8
KJUG-F	106.7	Fresno	.3/1.1
KMJ	580	Los Angeles	.3/1.5
KMPC	710	Los Angeles	.3/2.0

KAFY,	970,	1 KW	, SPANISH	UPI,	$ 27.00	(Caballero)		Mary Barro
KERN,	1410,	1 KW	, MOR	ABC-I,	$ 20.00	(HNWH)	American General	Terry Dorsey
KGEO,	1230,	1 KW	, OLDIES	CBS-R,	$ 21.00	(Mc-Guild)		Gary Conrad
KPMC,	1560,	10 KW (DA-2)	, MOR	CBS,MBS,	$ 17.00	(Gillis)		Don Speare
KUZZ,	550,	5 KW (DA-2)	, COUNTRY	,	$ 45.00	(Katz)	Buck Owens	Mel Owens
KWAC,	1490,	1 KW	, HISPANIC	,	$ 27.00	(Lotus)		Ed Hopple)
KGFM-F,	101.5,	5 KW @ 1280,	BTFL/EZ	,	$ 29.00	(Mc-Guild)		Gary Conrad
KIWI-F,	92.1,	3 KW @ 269,	CLASSICAL	,	$ 25.00	(CMBS)		Bob Duffy
KLLY-F,	95.3,	2 KW @ 300,	AC	APR,	$ 24.00	(Torbet)		Randy Warwick
KKBB-F,	97.7,	3 KW @ 300,	AOR	,	$ 20.00	(Republic)	(SHAFTER)	Rick Dames
KQXR-F,	94.1,	5 KW @ 1312,	CHR	ABC-E,	$ 29.00	(Christal)	American General	
KUZZ-F,	107.9,	6 KW @ 1340,	COUNTRY	,	$ 38.00	(Katz)	Buck Owens	Mel Owens
KHIS-F,	96.5,	50 KW @ 500,	RELIGION	,	$ NA	(---)		Alan Bowles
KKXX-F	105.3,	34 KW @ 580,	CHR	US 2,	$ 17.00	(Banner)	(DELANO)	Terry Dorsey

NOTE: KIWI-F sold for $340,000. The east part of Kern County was deleted from the Arbitron metro.

BALTIMORE

Arbitron Rank/Pop (12+): 17/1,975,900

MSA Rank/Pop: 15/2,323,900
ADI #22
Average Person Ratings: 17.5
Market TSL: 23.0 Hours

Stations: 35/21
Diaries: 1704/1160:1/46.6%
Sample Target: 1700
% Below Line: 14.0%
% Not Listed: 10.5%

1988 Revenue: $60,200,000
HH Inc.: $34,570
Retail $: 16.5 Bil
Pop per Station: 94,090
#1 Biller: WBAL $9,600,000

12+ METRO	1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4 BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. WXYV-F (B/U)	301/8.7	8.0	6.8	5.7	8.7	7.3	312/3343	3164/16.0	14.5	14.4	92	10.3	366	3738	WXYV-F
WLIF-F (EZ)	301/8.7	7.4	9.2	9.6	9.8	8.7	319/3543	3276/16.6	16.7	17.1	77	5.4	192	2133	WLIF-F
3. WWMX-F (AC)	244/7.0	4.9	5.3	6.4	4.4	5.9	259/3549	3336/16.9	16.0	14.5	136	6.4	226	2892	WWMX-F
4. WBSB-F (CHR)	208/6.0	8.6	7.3	6.8	8.0	7.2	253/4215	3578/18.1	19.6	19.9	81	7.7	271	3794	WBSB-F
5. WBAL (N/T)	203/5.9	8.3	8.8	7.3	6.3	7.6	221/3609	3327/16.8	19.8	16.1	83	6.4	226	2596	WBAL
6. WPOC-F (C)	200/5.8	6.4	4.9	5.3	6.6	5.6	260/3176	2496/12.6	12.7	12.9	109	6.3	224	2080	WPOC-F
7. WIYY-F (AOR)	161/4.7	4.4	4.7	5.5	4.6	4.8	173/2859	2574/13.0	13.7	13.3	89	6.2	218	3444	WIYY-F
8. WQSR-F (O)	129/3.7	4.0	3.9	3.6	3.4	3.8	140/2191	1970/10.0	9.8	8.2	157	3.4	120	1651	WQSR-F
9. WCAO (C)	103/3.0	2.5	2.6	2.5	2.3	2.7	112/1496	1333/ 6.7	6.1	6.9	93	2.1	74	1117	WCAO
10. WYST-F (AC)	98/2.8	2.8	2.6	3.5	2.5	2.9	99/1822	1774/ 9.0	8.1	8.2	136	1.7	61	1081	WYST-F
11. WGRX-F (AOR)	93/2.7	2.8	2.8	3.4	2.7	2.9	143/2148	1521/ 7.7	9.2	7.1	89	3.2	114	1501	WGRX-F
12. WGHT-F (U/B)	92/2.7	3.1	3.0	3.7	3.0	3.1	92/1966	1966/ 9.9	8.8	9.1	63	3.0	107	2222	WGHT-F
13. WWDC-F (AOR)	87/2.5	2.4	2.7	2.4	2.9	2.5	106/1983	1678/ 8.5	9.6	9.2	112	2.0	72	1876	WWDC-F
14. WBGR (R/G)	82/2.4	3.3	2.6	2.3	2.5	2.7	88/1010	987/ 5.0	5.0	4.6	104	2.9	102	1053	WBGR
15. WHFS-F (AOR)	80/2.3	1.8	1.3	1.5	1.6	1.7	84/ 988	873/ 4.4	4.2	4.5	130	2.2	78	972	WHFS-F
16. WCBM (T)	79/2.3	---	.6	1.1	1.2	1.0	81/ 796	747/ 3.8	2.9	4.2	65	1.0	37	421	WCBM
17. WITH (BB)	74/2.1	1.9	2.8	2.4	2.1	2.3	74/ 926	926/ 4.7	5.4	4.9	19	1.4	49	834	WITH
18. WWIN (B)	72/2.1	2.0	1.7	1.9	1.5	1.7	72/1116	1116/ 5.6	5.4	5.6	133	2.7	94	1237	WWIN
19.															
20.															
21.															
22.															
23.															
24.															
25.															

12+ FM SHARE (METRO): 74.06% (2295 OF 3099) (FAL 87: 73.78%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WBSB-F	1. WXYV-F>	1. WXYV-F	1. WWMX-F	1. WWMX-F	1. WLIF-F>	1. WBAL	1. WLIF-F	1. WLIF-F	1. WXYV-F>>	1. WXYV-F
2. WXYV-F	2. WWMX-F	2. WWMX-F	2. WXYV-F	2. WXYV-F	2. WBAL	2. WXYV-F	2. WWMX-F	WXYV-F	2. WBSB-F	2. WLIF-F
3. WGHT-F>>	3. WIYY-F	3. WBSB-F	3. WPOC-F<	3. WLIF-F	3. WPOC-F	3. WLIF-F	3. WXYV-F	3. WWMX-F	3. WIYY-F<	3. WBAL
4.	4. WBSB-F>	4. WIYY-F	4. WBSB-F<	4. WPOC-F	4. WWMX-F	4. WWMX-F	4. WPOC-F	4. WBSB-F	4. WLIF-F	4. WPOC-F
5.	5. WWDC-F	5. WPOC-F	5. WQSR-F	5. WQSR-F<	5. WCAO	5. WBSB-F	5. WBAL	5. WPOC-F	5. WBAL	5. WWIN
6.	6. WGRX-F	6. WLIF-F<	6. WLIF-F	6. WBSB-F	6. WQSR-F	6. WPOC-F	6. WIYY-F	6. WIYY-F	WGHT-F	6. WWMX-F
7.	7. WHFS-F	7. WQSR-F	7. WIYY-F	7. WBAL	7. WXYV-F	7. WIYY-F	7. WBSB-F	7. WBAL	WWMX-F	7. WCBM
8.	8.	8.	8.	8.	8.	8.	8. WQSR-F	8. WQSR-F	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WXYV-F>>	1. WXYV-F>	1. WWMX-F	1. WXYV-F	1. WWMX-F
2. WBSB-F>	2. WWMX-F	2. WXYV-F>	2. WWMX-F	2. WXYV-F
3. WIYY-F	3. WBSB-F>	3. WBSB-F>>	3. WBSB-F	3. WLIF-F
4. WWMX-F	4. WIYY-F	4. WLIF-F	4. WLIF-F	4. WBSB-F
5. WGHT-F	5. WLIF-F	WPOC-F	5. WPOC-F<	5. WPOC-F
6. WLIF-F	6. WGHT-F<	6. WYST-F	6. WQSR-F	6. WQSR-F
7.	7. WYST-F	7. WQSR-F	7. WYST-F	7. WYST-F
8.	8. WPOC-F	8.	8.	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WIYY-F	1. WIYY-F	1. WIYY-F	1. WIYY-F	1. WWMX-F
2. WXYV-F	2. WXYV-F	2. WXYV-F	2. WXYV-F	2. WXYV-F<
3. WGRX-F	3. WGRX-F	3. WWMX-F	3. WWMX-F	3. WIYY-F<
4. WWOC-F	WWDC-F<	4. WHFS-F	4. WPOC-F<	4. WPOC-F
5. WHFS-F>	5. WHFS-F	5. WWDC-F	5. WHFS-F<	5. WQSR-F
6. WWMX-F	6. WWMX-F	6. WGRX-F	6. WWLC-F<	6. WLIF-F<
7. WBSB-F	7. WBSB-F	7. WBSB-F	7. WGRX-F	7. WBAL
8.	8.	8.	8. WQSR-F	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

FORMATS	AM	FM	TOTAL	%	FAL 87 %
TOP 40/CHR/CONTEMP		316 (4)	316 (4)	10.2	11.6
AOR/CLASSIC		438 (5)	438 (5)	14.1	13.2
AC/OLDIES/SOFT ROCK	75 (2)	504 (5)	579 (7)	18.7	13.1
MOR/VARIETY/FULL	13 (1)		13 (1)	0.4	0.4
COUNTRY	103 (1)	200 (1)	303 (2)	9.8	10.4
BLACK/URBAN	119 (2)	470 (4)	589 (6)	19.0	18.9
BTFL MUSIC/EZ		316 (2)	316 (2)	10.2	11.3
NEWS/TALK	338 (4)		338 (4)	10.9	13.9
NOSTALGIA	74 (1)		74 (1)	2.4	2.4
RELIGION/GOSPEL	82 (1)	51 (2)	133 (3)	4.3	4.5
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
OTHERS/UNKNOWN					0.3
	804 (12)	2295 (23)	3099 (35)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WEBB	1360	Baltimore	1.4/5.4
WFBR	1300	Baltimore	1.3/5.1
WFSI-F	107.9	Annapolis	.3/ .7
WRBS-F	95.1	Baltimore	1.2/2.8
WYST-F	92.3	Baltimore	.9/2.6
WASH-F	97.1	Washington	.4/2.5
WAVA-F	105.1	Arlington	.4/2.2
WCXR-F	105.9	Woodbridge	.5/ .7
WGAY-F	99.5	Washington	.4/2.0
WHUR-F	96.3	Washington	1.7/5.3
WKYS-F	93.9	Washington	.5/1.2
WLTT-F	94.7	Bethesda	.5/2.3
WMAL	630	Washington	.4/1.4
WPGC-F	95.5	Morningside	1.4/6.1
WRQX-F	107.3	Washington	1.2/5.7
WTOP	1500	Washington	1.3/5.3
WWRC	980	Washington	.3/1.1

RADIO STATIONS

AM STATIONS

WBAL,	1090,	50 KW (DA-N)	, NEWS/TALK	ABC-E,$105.00	(HNWH)	Hearst
WBGR,	860,	2.5 KW/100 W (DA-1)	, RELIC/GOSPEL	UPI,$ 40.00	(Roslin)	Mortenson
WCAO,	600,	5 KW (DA-1)	, COUNTRY	NBC,$ 70.00	(Mc-Guild)	Summit
WCBM,	680,	10 KW/5 KW (DA-2)	, TALK	ABC-T,ABC-I,$ NA	(Katz)	
WEBB,	1360,	5 KW/1.7 KW (DA-1)	, BLACK	SBN,$ 35.00	(Citimedia)	
WFBR,	1300,	5 KW (DA-1)	, OLDIES	CBS,$ 65.00	(Christal)	JAG
WITH,	1230,	1 KW	, NOSTALGIA	MBS,$ 40.00	(K & P)	
WWIN,	1400,	1 KW	, BLACK	,$ 38.00	(Durpetti)	Mediacom
WYST,	1010,	1 KW (DAYS)	, OLDIES	APR,$ 31.00	(MMR)	United

FM STATIONS

WBSB,	104.3,	50 KW @ 400,	CHR	ABC-C,$150.00	(Banner)	Scripps-Howard
WGHT,	95.9,	3 KW @ 300,	URBAN/CHR	,$ 68.00	(Durpetti)	Mediacomm
WGRX,	100.7,	20 KW @ 715,	CLASSIC AOR	ABC-F,$ 60.00	(Durpetti)	Shamrock-Lynett
WIYY,	97.9,	11 KW @ 950,	AOR	ABC-R,$100.00	(HNWH)	Hearst
WLIF,	101.9,	14 KW @ 961,	BTFL/EZ	,$140.00	(Christal)	JAG
WPOC,	93.1,	16 KW @ 870,	COUNTRY	ABC-D,$135.00	(Eastman)	Nationwide
WQSR,	105.7,	50 KW @ 245,	OLDIES	CBS,US 1,$ 60.00	(Banner)	Sconnix
WRBS,	95.1,	50 KW @ 500,	RELIGION	,$ 20.00	(---)	
WWMX,	106.5,	29 KW @ 620,	AC	,$105.00	(Katz)	Capitol-Goodman
WXYV,	102.7,	50 KW @ 400,	BLACK/URBAN	,$110.00	(Mc-Guild)	Summit
WYST,	92.3,	10 KW @ 709,	AC	APR,$ 75.00	(MMR)	United

Other ranked stations - See Washington

CALL LETTER CHANGES

FORMAT CHANGES

WFBR: From Talk to Oldies (Sept.)
WCBM: From Oldies Back to News/Talk (Nov.)

STATION SALES

WBMC, WQSR-F: Sold to Sconnix for $23,000,000 (Richards)
WCBM: Sold for $1,775,000

BATON ROUGE

Arbitron Rank/Pop (12+): 78/445,500

MSA Rank/Pop: 92/545,200
ADI# 93
Average Person Ratings: 16.1
Market TSL: 21.3 Hours

Stations: 19/14
Diaries: 847/526:1/53.4%
Sample Target: 820
% Below Line: 11.2%
% Not Listed: 12.0

1988 Revenue: $11,800,000
HH/ Inc: $31,027
Retail $: 3.7 Bil
Pop per Station: 31,821
#1 Biller: WYNK A/F $2,600,000

12+ METRO		1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4BOOK AVG	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. WYNK A/F	(C)	99/13.8	14.6	18.3	13.8	10.8	15.1	238/ 2640	1204/27.0	26.6	22.5	116	12.9	99	1145	WYNK A/F
2. KQXL-F	(B)	94/13.1	14.0	11.5	10.9	9.9	12.4	115/ 1213	950/21.3	18.6	17.6	81	16.2	129	1155	KQLX-F
3. WFMF-F	(CHR)	80/11.2	9.4	9.5	11.1	10.8	10.3	119/ 2112	1217/27.3	26.1	29.4	84	9.8	78	1313	WFMF-F
4. WXOK	(B)	72/10.1	12.8	9.1	10.1	12.4	10.5	82/ 967	794/17.8	16.2	19.1	85	7.8	62	874	WXOK
5. WGGZ-F	(CHR)	64/ 8.9	9.1	9.1	12.0	9.9	9.8	118/ 2297	1032/23.2	23.8	26.7	64	12.0	96	1328	WGGZ-F
6. WKJN-F	(C)	48/ 6.7	7.4	5.7	9.3	6.7	7.3	97/ 1376	650/14.6	13.8	14.6	133	6.0	48	501	WKJN-F
7. WCKW-F	(AOR)	31/ 4.3	4.1	5.1	3.7	2.4	4.3	76/ 1127	423/ 9.5	9.1	5.4	121	7.1	57	573	WCKW-F
8. KDEA-F	(EZ)	28/ 3.9	2.3	3.5	2.5	3.3	3.1	82/ 950	282/ 6.3	5.5	7.5	77	1.4	11	203	KDEA-F
9. WJBO	(N/T)	27/ 3.8	3.0	3.7	4.5	6.2	3.8	28/ 594	514/11.5	9.4	13.9	103	4.0	32	480	WJBO
10. WTGE-F	(AOR)	19/ 2.7	6.2	4.7	4.8	5.2	4.6	27/ 583	437/ 9.8	11.7	15.0	137	3.4	27	596	WTGE-F
11. WXLT-F	(AC)	14/ 2.0	2.3	3.3	2.6	1.2	2.6	18/ 325	251/ 5.6	5.4	3.6	160	2.0	16	263	WXLT-F
12. WLUX	(R/G)	13/ 1.8	1.1	2.8	2.0	3.7	1.9	13/ 154	154/ 3.5	3.9	3.7	122	1.5	12	121	WLUX

12+ FM SHARE (METRO): 80.00% (504 of 630) (FAL 87: 69.93%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WGGZ-F	1. KQXL-F	1. KQXL-F	1. WYNK A/F>	1. WYNK A/F>	1. WYNK-F>>	1. WYNK A/F>	1. WYNK A/F	1. KQXL-F	1. KQXL-F>	1. WYNK-F
2. WFMF-F	2. WFMF-F	2. WYNK A/F	2. KQXL-F	2. KQXL-F>	2. WFMF-F	2. WFMF-F	WYNK A/F	2. WYNK A.F	2. WGGZ-F	2. WGGZ-F<
3. KQXL-F>>	3. WGGZ-F	3. WFMF-F	3. WFMF-F	3. WFMF-F	3. WKJN-F	3. KQXL-F<	3. WXOK	3. WFMF-F	3. WYNK-F<	3. KQXL-F
4. WXOK	4. WXOK	4. WGGZ-F	4. WKJN-F	4. WKJN-F	4. KDEA-F	4. WKJN-F<	4. KQXL-F	4. WGGZ-F	4. WFMF-F	4. WKJN-F
5.	5. WYNK A/F	5. WXOK	5. WXOK	5. WXOK	5. WJBO	5. WGGZ-F	5. WGGZ-F	5. WKJN-F	5. WXOK	5. WXOK
6.	6.	6. WKJN-F	6.	6.	6. WFMF-F	6.	6.	6. WXOK	6.	6.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KQXL-F	1. KQXL-F>	1. KQXL-F	1. KQXL-F	1. WYNK A/F>	1. KQXL-F>	1. KQXL-F>	1. KQXL-F>	1. KQXL-F	1. WYNK A/F
2. WFMF-F	2. WFMF-F	2. WFMF-F	WFMF-F<	2. WFMF-F	2. WGGZ-F	2. WFMF-F	2. WGGZ-F	2. WYNK A/F	2. KQXL-F
3. WGGZ-F>>	3. WGGZ-F	WYNK A/F	3. WYNK A/F	3. KQXL-F	3. WFMF-F	3. WCKW-F	3. WFMF-F	3. WFMF-F	3. WCKW-F
WKJN-F	4. WYNK A/F	4. WGGZ-F	4. WGGZ-F	4. WKJN-F	4. WXOK	4. WGGZ-F	4. WXOK	WCKW-F	4. WKJN-F
5. WXOK	5. WXOK	5. WXOK	5. WKJN-F	WXOK	5. WCKW-F	WXOK	5. WCKW-F	5. WXOK	5. WXOK
6. WYNK A/F	6. WKJN-F	6. WKJN-F	WXOK		6. WYNK A/F			6. WGGZ-F	
WCKW-F		WXLT-F							

FORMATS	AM	FM	TOTAL	%	FAL 87 %
TOP 40/CHR/CONTEMP		144 (2)	144 (2)	22.9	22.9
AOR/CLASSIC		50 (2)	50 (2)	7.9	2.6
AC/OLDIES/SOFT ROCK		27 (2)	27 (2)	4.3	6.9
MOR/VARIETY/FULL					2.3
COUNTRY	2 (1)	145 (2)	147 (3)	23.3	19.3
BLACK/URBAN	72 (1)	94 (1)	166 (2)	26.3	27.8
BTFL/EZ	3 (1)	28 (1)	31 (2)	4.9	4.1
NEWS/TALK	36 (3)		36 (3)	5.7	7.8
NOSTALGIA					
RELIGION/GOSPEL	13 (1)	16 (2)	29 (3)	4.6	4.1
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
OTHERS/UNKNOWN					2.3
RADIO STATIONS			630 (17)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WNFO	1300	Baton Rouge	.8/4.3
WQCK-F	92.7	Clinton	1.5/3.8
WTRL	1200	Baton Rouge	.4/1.9
KAJN-F	102.9	Crowley	.7/2.4
KHOM-F	104.1	Houma/New Orleans	1.8/3.6
WWL	870	New Orleans	.4/2.2

WNFO,	1300,	5 KW/1 KW (DA-N)	, TALK	,	$ 20.00	(Christal)		
WJBO,	1150,	5 KW (DA-1)	, TALK	CBS,NBC-T,	$ 23.00	(HNWH)		
WLUX,	1550,	5 KW (DAYS)	, RELIGION	UPI,	$ 10.00	(---)	Swaggert	
WTKL,	1260,	1 KW (DAYS)	, EZ/MOR	HBN,ABC-C,	$ 13.00	(---)		
WXOK,	1460,	5 KW/1 KW (DA-N)	, BLACK	NBC,	$ 31.00	(Torbet)		
WFMF-F	102.5,	100 KW @ 560,	CHR	,	$ 62.00	(HNWH)		
WGGZ-F,	98.1,	100 KW @ 1550,	CHR	ABC-C,CBS-R,	$ 60.00	(Katz)		
WTGE-F,	100.7,	100 KW @ 690,	AOR	,	$ 43.00	(Republic)		
WYNK-F,	101.5,	100 KW @ 1283,	COUNTRY	ABC-E,	$ 71.00	(Katz)	Narragansett	
KQXL-F,	106.3,	3 KW @ 300,	BLACK	SBN, ABC-F,	$ 33.00	(Banner)		(NEW ROADS)
WKJN-F,	103.3,	100 KW @ 1045,	COUNTRY	,	$ 47.00	(Christal)		(HAMMOND)
KXLT-F,	94.1,	100 KW @ ?? ,	OLDIES	,	$ NA	(Southern)		(MALCOMB,MS)

NOTES: WQXY changes calls to WTGE and format from AC to AOR/CHR hybrid (Sept.)
WIBR changes call to WNFO (Oct) and from OLDIES to TALK. WTGE-AM sold for $450,000.

BEAUMONT-PORT ARTHUR

Arbitron Rank/Pop (12+): 110/310,900

MSA Rank/Pop: 126/366,100
ADI# 137
Average Person Ratings: 16.6
Market TSL: 22.5 Hours

Stations: 19/14
Diaries: 739/421:1/50.7%
Sample Target: 710
% Below Line: 7.6%
% Not Listed: 12.6%

1988 Revenue: $7,700,000
HH/ Inc: $33,427
Retail $: 2.7 Bil
Pop per Station: 22,207
#1 Biller: KYKR-F $1,300,000

12+ METRO		1/4/SHARE	SPG 88	FAL 87	WPG 87	FAL 86	4BOOK AVG	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AOH	BIRCH CUME
1. KYKR-F	(C)	54/10.5	9.6	12.5	13.4	12.1	---	56/ 778	708/22.8	20.1	21.2	115	7.5	41	589 KYKR-F
KHYS-F	(B)	54/10.5	16.6	12.9	15.0	12.7	---	66/ 574	486/15.6	17.1	17.1	81	18.7	102	851 KHYS-F
KAYD-F	(C)	54/10.5	9.8	6.8	6.7	3.6	---	61/ 741	665/12.4	15.9	15.6	122	10.5	57	616 KAYD-F
4. KQXY-F	(EZ)	38/ 7.4	5.0	7.0	6.9	7.9	---	65/ 640	432/13.9	11.5	11.6	92	3.7	20	308 KQXY-F
5. KKMY-F	(AC)	36/ 7.0	6.4	6.4	5.5	4.2	---	47/ 559	462/14.9	15.6	11.2	163	7.2	39	497 KKMY-F
6. KALO	(B)	33/ 6.4	4.0	3.0	2.4	1.2	---	35/ 305	258/ 8.3	7.7	5.9	128	3.7	20	237 KALO
KZZB-F	(CHR)	33/ 6.4	7.3	13.3	11.1	14.5	---	38/ 795	668/21.5	23.1	26.4	100	11.6	63	868 KZZB-F
8. KWIC-F	(AOR)	28/ 5.4	4.6	4.4	7.7	6.5	---	32/ 401	317/10.2	11.3	10.5	111	7.7	42	398 KWIC-F
9. KLVI	(C)	27/ 5.2	6.7	7.6	4.5	6.5	---	31/ 522	467/15.0	16.0	17.5	83	5.1	28	485 KLVI
KIOC-F	(CHR)	27/ 5.2	11.0	7.6	4.9	6.7	---	56/ 763	471/15.1	18.9	16.3	40	7.7	42	646 KIOC-F

12+ FM SHARE (METRO): 78.00% (351 of 450) (FAL 87: 78.85%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KIOC-F	1.KHYS-F	1. KHYS-F	1. KKMY-F<	1. KAYD-F	1. KAYD-F	1. KALO	1. KYKR-F	1. KHYS-F	1. KHYS-F>	1. KLVI
2. KHYS-F	2.KWIC-F	2. KYKR-F	2. KYKR-F<	2. KYKR-F	KYKR-F	2. KAYD-F<	2. KAYD-F	2. KAYD-F	2. KIOC-F	2. KAYD-F
3. KZZB-F>>	KWIC A/F>	3. KKMY-F	3. KAYD-F	3. KKMY-F	3. KQXY-F	3. KYKR-F>	3. KQXY-F	3. KYKR-F>	3. KAYD-F	3. KTRH
4.	4. KAYD-F	4. KAYD-F	4. KHYS-F	4. KLVI	4. KHYS-F	4. KLVI	4. KKMY-F	4. KQXY-F	4. KZZB-F	4. KHYS-F
5.	KYKR-F	5. KWIC-F	5. KALO	5. KALO	5. KALO	5. KHYS-F	5. KHYS-F	5. KKMY-F	5. KYKR-F	5. KYKR-F
	KZZB-F	KWIC A/F			KKMY-F	KQXY-F			KLVI	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KHYS-F>>	1. KHYS-F	1. KYKR-F	1. KHYS-F	1. KAYD-F	1. KWIC A/F	1. KWIC A/F	1. KWIC A/F	1. KWIC A/F	1. KKMY-F
2. KZZB-F	2. KZZB-F	2. KKMY-F	2. KYKR-F	2. KYKR-F>	2. KHYS-F	2. KHYS-F	2. KALO	2. KKMY-F	2. KAYD-F
3. KALO	3. KYKR-F	KZZB-F	3. KAYD-F	3. KHYS-F	3. KIOC-F	3. KKMY-F	KKMY-F	3. KAYD-F	KYKR-F
KIOC-F>	4. KAYD-F	4. KAYD-F	4. KKMY-F	KKMY-F	4.	4. KALO	4 KAYD-F	KHYS-F	4. KALO
5. KAYD-F	KKMY-F	5. KHYS-F	KZZB-F	5. KQXY-F	5.	KAYD-F	5. KHYS-F	KYKR-F	KWIC A/F
KWIC A/F		KWIC A/F	KALO						
KYKR-F									

FORMATS	AM	FM	TOTAL	%	FAL 87 %
TOP 40/CHR/CONTEMP		60 (2)	60 (2)	13.3	22.4
AOR/CLASSIC		32 (2)	32 (2)	7.1	4.7
AC/OLDIES/SOFT ROCK		36 (1)	36 (1)	8.0	6.8
MOR/VARIETY/FULL					
COUNTRY	31 (2)	112 (3)	143 (5)	31.8	30.1
BLACK/URBAN	33 (1)	62 (2)	95 (3)	21.1	18.2
BTFL/EZ		38 (1)	38 (1)	8.4	7.5
NEWS/TALK	23 (2)		23 (2)	5.1	3.2
NOSTALGIA					3.0
RELIGION/GOSPEL	4 (1)	11 (1)	15 (2)	3.3	2.6
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
OTHERS/UNKNOWN	8 (1)		8 (1)	1.8	0.4
			450 (19)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KDVE	1510	Nederland	.8/3.2
KOGT	1600	Orange	.8/3.0
KOLE	1340	Port Arthur	1.6/2.6
KTFA-F	92.1	Groves	2.1/5.0
KILT-F	100.3	Houston	.8/1.9
KLOL-F	101.1	Houston	.8/2.2
KMJQ-F	102.1	Clear Lake city	1.6/3.4
KPRC	950	Houston	.4/1.4

RADIO STATIONS

KALO,	1250,	5 KW/1 KW (DA-2)	, BLACK	,	$ 17.00 (HNWH)	Clear Channel	Jim Smith
KLVI,	560,	5 KW (DA-N)	, COUNTRY	ABC-I,	$ 35.00 (Katz)	Hicks	Tom Boggess
KAYD-F,	97.5,	50 KW @ 320,	COUNTRY	,	$ 25.00 (Mc-Guild)		
KHYS-F,	98.5,	100 KW @ 485,	BLACK/URBAN	CBS-R,	$ 42.00 (HNWH)	Clear Channel	Jim Smith
KIOC-F,	106.1,	100 KW @ 1060,	CHR	,	$ 26.00 (Republic)		Vesta Brandt
KKMY-F	104.5,	100 KW @ 440,	AC	,	$ 29.00 (Eastman)		
KQXY-F,	94.1,	100 KW @ 647,	BTFL/EZ	NBC,	$ 28.00 (Christal)		Gary Teaney
KWIC-F,	107.9,	100 KW @ 392,	AOR	ABC-R,	$ 26.00 (Banner)		
KYKR-F,	93.3,	100 KW @ 500,	COUNTRY	,	$ 52.00 (Katz)	Hicks	Tom Boggess
KZZB-F,	95.1,	100 KW @ 500,	CHR	ABC-F,	$ 41.00 (Christal)		Tom Boggess

NOTES: KOLE, KKMY-F sold to UNO from Tenore for $1,500,000 (E).

BIRMINGHAM

Arbitron Rank/Pop (12+): 61/767,600	Stations: 22/19	1988 Revenue: $24,800,000
	Diaries: 1317/583:1/54.7%	HH/ Inc: $27,914
MSA Rank/Pop: 56/921,000	Sample Target: 1080	Retail $: 5.3 Bil
ADI# 48	% Below Line: 2.3%	Pop per Station: 40,400
Average Person Ratings: 16.3	% Not Listed: 9.3%	#1 Biller: WZZK A/F $6,000,000
Market TSL: 22.0 Hours		

12+ METRO		1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4BOOK AVG	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. WZZK A/F	(C)	184/14.7	14.5	14.8	16.6	17.1	15.2	352/ 3836	2080/27.1	27.9	29.7	110	16.5	206	2282	WZZK A/F
2. WMJJ-F	(AC)	156/12.5	11.2	13.8	11.6	10.9	12.3	205/ 2461	1761/22.9	24.3	22.9	159	10.0	138	1404	WMJJ-F
3. WENN-F	(B)	118/ 9.4	10.0	10.9	10.7	9.2	10.3	163/ 1950	1382/18.0	16.8	19.5	81	12.8	175	1705	WENN-F
4. WAPI-F	(CHR)	113/ 9.0	11.7	9.8	9.1	10.0	9.9	182/ 2828	1639/21.4	23.1	26.7	72	12.6	172	1803	WAPI-F
5. WKXX-F	(U/CHR)	100/ 8.0	9.9	10.0	10.8	9.9	9.7	128/ 2384	1669/21.7	19.8	22.8	74	14.4	197	2159	WKXX-F
6. WAPI	(BB)	66/ 5.3	3.6	2.7	3.2	5.3	3.7	66/ 911	866/11.3	7.8	11.1	30	2.9	39	484	WAPI
7. WAGG	(R/G)	63/ 5.0	2.4	3.3	3.6	3.9	3.6	63/ 594	594/ 7.7	4.5	6.4	70	3.1	42	497	WAGG
8. WERC	(N/T)	62/ 4.9	5.5	5.6	4.7	5.9	5.2	64/ 1069	971/12.6	10.6	13.3	104	3.8	52	725	WERC
9. WATV	(B)	60/ 4.8	5.0	4.1	5.5	3.5	4.9	60/ 669	669/ 8.7	7.9	9.7	113	2.6	36	576	WATV
10. WLTB-F	(AC)	53/ 4.2	4.2	3.8	4.2	3.9	4.1	64/ 1299	901/11.7	11.7	11.3	143	3.1	42	660	WLTB-F
11. WDJC-F	(R/G)	44/ 3.5	2.4	2.4	2.4	1.6	2.7	76/ 1280	743/ 9.7	7.8	6.1	129	3.7	51	669	WDJC-F
12. WCRT	(O)	24/ 1.9	1.1	1.1	1.6	1.1	1.4	24/ 317	302/ 3.9	4.5	3.0	195	1.4	19	287	WCRT
13. WJLD	(B)	22/ 1.8	2.9	2.6	2.8	2.4	2.5	22/ 466	466/ 6.1	6.8	6.6	89	1.5	20	354	WJLD

12+ FM SHARE (METRO): 69.74% (793 of 1137) (FAL 87: 70.70%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WAPI-F>	1. WMJJ-F>	1. WMJJ-F>	1.WMJJ-F>	1. WMJJ-F>	1. WZZK AF>>	1. WZZK A/F	1. WZZK A/F	1. WZZK A/F	1. WENN-F	1. WZZK-F<
2. WENN-F	2. WKXX-F	2. WZZK A/F	2.WZZK AF>	2. WZZK A/F	2. WAPI<	2. WMJJ-F>	2. WMJJ-F>>	2. WMJJ-F	2. EAPI-F>	2. WERC
WKXX-F>>	3. WAPI-F	3. WENN-F<	3.WENN-F	3. WENN-F	3. WMJJ-F	3. WAPI-F	3. WAPI	3. WAPI-F<	3. WKXX-F	3. WMJJ-F
4.	WENN-F	4. WKXX-F<	4.WAPI-F	4. WAPI-F	4. WERC	4. WENN-F	WKXX-F	4. WENN-F	4. WZZK-F<	4. WKXX-F
5.	5. WZZK A/F	5. WAPI-F	5.WKXX-F	5. WLTB-F	5. WAGG	5. WKXX-F	5. WAPI-F	5. WKXX-F	5. WMJJ-F	5. WENN-F
6.	6.	6.	WLTB-F	6.	6.	6.	6.	6.	6.	WLTB-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WKXX-F>	1. WMJJ-F>	1. WMJJ-F>>	1. WMJJ-F>	1. WMJJ-F	1. WAPI-F>	1. WMJJ-F	1. WMJJ-F>>	1. WMJJ-F>	1.WMJJ-F
2. WENN-F	2. WKXX-F	2. WZZK A/F	2. WZZK A/F	2. WZZK A/F>>	2. WENN-F	2. WAPI-F>	2. WAPI-F	2. WZZK A/F	2.WZZK A/F>
3. WMJJ-F	3. WENN-F	3. WENN-F	3. WKXX-F	3. WENN-F	3. WKXX-F	3. WENN-F	3. WKXX-F	3. WENN-F	3. WENN-F
4. WAPI-F>	4. WAPI-F	4. WATV	4. WENN-F	WAPI-F	4. WMJJ-F	4. WKXX-F	4. WENN-F	4. WAPI-F	WERC
5. WLTB-F	WZZK A/F	5. WAPI-F	5. WAPI-F	5. WATV	WZZK A/F	5. WZZK A/F	WZZK AF>	5. WKXX-F	5. WKXX-F
WZZK A/F	6.	6. WAGG - WKXX-F	6.	WLTB-F	6.	6.	6.	6.	6. WCRT

FORMATS	AM	FM	TOTAL	%	FAL 87 %
TOP 40/CHR/CONTEMP		126 (2)	126 (2)	11.1	12.8
AOR/CLASSIC					
AC/OLDIES/SOFT ROCK	24 (1)	209 (2)	233 (3)	20.5	17.4
MOR/VARIETY/FULL					
COUNTRY	18 (2)	181 (2)	199 (4)	17.5	20.0
BLACK/URBAN	82 (2)	218 (2)	300 (4)	26.4	27.3
BTFL/EZ		10 (1)	10 (1)	0.9	0.6
NEWS/TALK	62 (1)		62 (1)	5.5	6.4
NOSTALGIA	66 (1)		66 (1)	5.8	5.8
RELIGION	88 (3)	44 (1)	132 (4)	11.6	7.7
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
OTHERS/UNKNOWN	4 (1)	5 (1)	9 (2)	0.8	1.9

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAYE	1220	Birmingham	1.5/3.8
WCRL	1570	Oneonta	.3/ .8
WKLD-F	97.7	Oneonta	.4/1.1
WVOC	690	Birmingham	.7/5.7
WYDE	850	Birmingham	.5/3.1
WQSB-F	105.1	Albertville	.5/1.1
WRSA-F	96.9	Decatur	.8/1.8
WZBQ-F	102.5	Jasper	1.0/5.4

NOTES: WLTB-F changes to WZRR and format from AC to CLASSIC ROCK. WCRT sold for $300,000. WVOK, WLTB-F sold to Dick for $6,650,000. WATV sold for $400,000.

RADIO STATIONS 1137 (22)

WAGG,	1320,	5 KW (DAYS)	, GOSPEL	NBN,	$ 30.00 (HNWH)	
WAPI,	1070,	50 KW/ 5 KW (DA-N)	, NOSTALGIA	NBC,	$ 29.00 (Christal)	Dittman
WATV,	900,	1 KW/165 W	, BLACK	ABC-E,	$ 30.00 (Roslin)	
WAYE,	1220,	1 KW/75 W	, GOSPEL	,	$ 15.00 (---)	Willis
WCRT,	1260,	5 KW/41 W	, OLDIES	CNN, Trans,	$ 16.00 (---)	
WERC,	960,	5 KW (DA-N)	, NEWS/TALK	,	$ 44.00 (Mc-Guild)	Sun Group
WJLD,	1400,	1 KW	, BLACK	MBS, SBN,	$ 22.00 (K & P)	
WVOK,	690,	50 KW/30 W	, COUNTRY	CBS,	$ 16.00 (Eastman)	Signature
WYDE,	850,	50 KW/1 KW (DA-2)	, RELIGION	,	$ 15.00 (---)	
WAPI-F,	94.5,	100 KW @ 1214,	CHR	ABC-C,	$ 75.00 (Christal)	Dittman
WDJC-F,	93.7,	100 KW @ 984,	RELIGION	,	$ 22.00 (Crawford)	Crawford
WENN-F,	107.7,	100 KW @ 640,	BLACK	NBN,	$ 60.00 (HNWH)	
WKXX-F,	106.9,	100 KW @ 1114,	URBAN/CHR	ABC-D,	$ 55.00 (Mc-Guild)	Sun Group
WLTB-F,	99.5,	100 KW @ 870,	SOFT AC	,	$ 41.00 (Eastman)	Signature
WMJJ-F,	96.5,	100 KW @ 892,	AC	,	$ 95.00 (Banner)	Capitol-Johnson
WZZK-F,	104.7,	100 KW @ 1300,	COUNTRY	,	$130.00 (Katz)	New City

BOSTON

Arbitron Rank/Pop (12+): 7/3,176,000

MSA Rank/Pop: 6/3,719,500
ADI #6
Average Person Ratings: 18.0
Market TSL: 23.5 Hours

Stations: 33/26
Diaries: 2195/1447:1/41.6%
Sample Target: 2170
% Below Line: 4.4%
% Not Listed: 13.1%

1988 Revenue: $114,000,000
HH/ Inc: $41,506
Retail $: 33.2 Bil
Pop per Station: 122,154
#1 Biller: WBCN-F $16,700,000

12+ METRO		1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. WBZ	(MOR)	420/7.4	6.4	6.6	7.1	7.3	6.9	572/ 7027	5178/16.3	16.2	18.2	89	6.4	356	4417	WBZ
2. WRKO	(T)	408/7.2	7.1	7.7	6.7	6.9	7.2	477/ 5615	4500/14.2	17.3	12.3	54	6.1	337	3496	WRKO
3. WXKS-F	(CHR)	339/5.9	7.1	8.6	6.5	7.0	7.0	397/ 7403	5938/18.7	20.8	18.9	95	9.4	522	6795	WXKS-F
4. WJIB-F	(EZ)	307/5.4	6.0	4.9	6.1	5.7	5.6	358/ 4235	3408/10.7	11.1	11.7	63	5.0	275	3046	WJIB-F
5. WHDH	(T)	299/5.2	3.9	4.4	5.8	5.2	4.8	326/ 5422	4919/15.5	11.9	13.4	73	4.5	249	3215	WHDH
6. WODS-F	(O)	295/5.2	4.0	4.5	4.8	2.9	4.6	435/ 6631	4505/14.2	12.5	8.8	160	4.1	230	3284	WODS-F
7. WZOU-F	(CHR)	286/5.0	6.1	5.8	5.4	5.2	5.6	421/ 6953	4794/15.1	16.3	14.4	60	7.0	390	5347	WZOU-F
8. WBCN-F	(AOR)	271/4.8	6.0	6.6	7.2	7.4	6.2	372/ 6668	4991/15.7	15.1	16.6	135	7.1	394	5349	WBCN-F
WZLX-F	(AOR)	271/4.8	3.9	2.5	3.4	4.4	3.7	388/ 5120	3708/11.7	9.2	10.3	129	5.4	300	3293	WZLX-F
10. WEEI	(N)	241/4.2	4.3	4.2	4.1	5.2	4.2	272/ 5324	4556/14.3	16.8	16.0	64	3.4	188	3749	WEEI
11. WMJX-F	(AC)	204/3.6	..8	3.5	3.0	2.9	3.5	219/ 4069	3521/11.1	9.9	10.3	139	3.0	166	1891	WMJX-F
WSSH-F	(AC)	204/3.6	4.0	4.3	4.3	4.4	4.1	312/ 5014	3336/10.5	10.1	11.1	94	3.4	186	2739	WSSH-F
13. WROR-F	(AC)	184/3.2	3.0	3.6	3.5	3.2	3.3	249/ 4871	3665/11.5	11.0	12.5	166	2.8	158	2817	WROR-F
14. WILD	(B)	149/2.6	2.3	2.4	1.6	3.0	2.2	150/ 1040	1020/ 3.2	3.5	4.0	104	4.5	251	1060	WILD
15. WVBF-F	(AC)	140/2.5	2.7	2.6	2.6	2.7	2.6	185/ 2933	2248/ 7.1	7.0	8.1	152	2.5	138	2084	WVBF-F
16. WBOS-F	(C)	135/2.4	2.1	3.3	2.1	2.3	2.5	191/ 2642	1807/ 5.7	8.3	5.9	150	2.7	149	1989	WBOS-F
17. WAAF-F	(AOR)	121/2.1	2.2	1.6	1.9	2.0	2.0	282/ 4364	2214/ 7.0	5.6	6.9	67	3.2	178	2922	WAAF-F
18. WCRB-F	(CL)	103/1.8	1.3	1.3	1.8	1.4	1.6	126/ 2285	1757/ 5.5	4.4	4.6	111	1.8	99	1438	WCRB-F
19. WCGY-F	(AOR)	83/1.5	2.0	1.4	.9	.7	1.5	109/ 2154	1404/ 4.4	4.3	3.0	60	2.4	135	1625	WCGY-F
20. WFNX-F	(AOR)	82/1.4	1.2	1.6	1.3	1.5	1.4	96/ 1602	1423/ 4.5	4.6	3.5	143	1.6	90	1447	WFNX-F
21. WXKS	(BB)	73/1.3	1.0	1.6	1.7	1.6	1.4	73/ 992	979/ 3.1	3.0	3.5	23	9.4	43	408	WXKS

12+ FM SHARE (METRO): 64.86% (3216 OF 4958) (FAL 87: 62.82%)

TEENS	18-24	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WZOU-F>>	1. WXKS-F<	1. WXKS-F<	1. WODS-F	1. WODS-F	1. WBZ<	1. WBZ>	1. WRKO	1. WRKO	1. WBZ>	1. WBZ>>
2. WXKS-F>>	2. WBCN-F<	2. WBCN-F	2. WBCN-F	2. WBZ<	2. WRKO	2. WRKO	2. WJIB-F	2. WXKS-F	2. WHDH	2. WHDH>
3.	3. WZLX-F>	WODS-F	3. WZLX-F	3. WBCN-F	3. WJIB-F	3. WXKS-F	3. WODS-F	3. WODS-F	3. WZOU-F	3. WRKO
4.	4. WZOU-F	4. WZLX-F>	4. WXKS-F	4. WZLX-F	4. WHDH	4. WEEI	4. WZLX-F	WZOU-F	4. WXKS-F	4. WEEI
5.	5. WMJX-F	5. WMJX-F	5. WROR-F	5. WXKS-F	5. WEEI	WHDH	5. WBCN-F	5. WJIB-F	5. WMJX-F	5. WODS-F
6.	6. WODS-F	6. WROR-F	6. WBZ	6. WROR-F	6. WODS-F	6. WBCN-F	6. WXKS-F	6. WBCN-F	6. WBCN-F	6. WBCN-F
7.	7. WILD	WZOU-F	WMJX-F	7. WMJX-F	7. WSSH-F	7. WODS-F	7. WBZ	7. WZLX-F	7. WODS-F	WMJX-F
8.	8. WAAF-F	8. WBZ	8.	8.	8.	8. WROR-F	WMJX-F	8. WBZ	8. WRKO	WXKS-F<
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9. WJIB-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WXKS-F>	1. WXKS-F>	1. WXKS-F	1. WXKS-F	1. WBZ
2. WZOU-F	2. WZLX-F	2. WZLX-F	2. WODS-F	2. WODS-F
3. WILD<	3. WMJX-F	3. WMJX-F	3. WMJX-F	3. WXKS-F
4. WZLX-F	4. WZOU-F	4. WBCN-F	4. WZLX-F	4. WMJX-F
5. WMJX-F	5. WILD	WODS-F	5. WZOU-F	5. WROR-F
6. WBCN-F	6. WBCN-F	6. WROR-F	6. WILD	WZLX-F<
7. WSSH-F	7. WODS-F	7. WFNX-F	7. WVBF-F	7. WVBF-F
WVBF-F	8.	WZOU-F	8. WROR-F	8. WJIB-F
9. WODS-F	9.	9. WVBF-F	9.	9.
10.	10.	10. WILD	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WBCN-F	1. WBCN-F>	1. WBCN-F	1. WBCN-F	1. WBCN-F
2. WZLX-F	2. WZLX-F>	2. WZLX-F>	2. WZLX-F	2. WODS-F
3. WCGY-F	3. WXKS-F	3. WZOU-F<	3. WODS-F	3. WZLX-F>
4. WXKS-F	4. WZOU-F<	4. WXKS-F	4. WXKS-F	4. WROR-F
5. WAAF-F	5. WAAF-F	5. WODS-F	5. WROR-F	5. WBZ
6. WZOU-F	6. WCGY-F	6. WAAF-F	6. WBZ	6. WBOS-F
7. WHJY-F	7. WODS-F	7. WFNX-F	7. WZOU-F	7. WRKO
8. WFNX-F	8.	8. WRKO	8. WAAF-F	8. WXKS-F
9. WODS-F	9.	9.	9.	9.
10.	10.	10.	10.	10.

FORMATS	AM	FM	TOTAL	%	FAL 87 %
TOP 40/CHR/CONTEMP		649 (3)	649 (3)	13.1	14.2
AOR/CLASSIC		861 (6)	861 (6)	17.4	18.6
AC/OLDIES/SOFT ROCK	47 (2)	1062 (7)	1109 (9)	22.4	20.0
MOR/VARIETY/FULL	449 (2)		449 (2)	9.1	15.3
COUNTRY		173 (3)	173 (3)	3.5	2.6
BLACK/URBAN	149 (1)		149 (1)	3.0	3.4
BTFL/EZ		307 (1)	307 (1)	6.2	6.4
NEWS/TALK	948 (3)		948 (3)	19.1	13.8
NOSTALGIA	73 (1)	61 (1)	134 (2)	2.7	2.5
RELIGION/GOSPEL	76 (2)		76 (2)	1.5	1.3
SPANISH					
CLASSICAL		103 (1)	103 (1)	2.1	1.6
JAZZ/NEW AGE					
OTHERS/UNKNOWN					0.4
			4958 (33)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WEZE	1260	Boston	.6/1.9
WJDA	1300	Quincy	.5/ .6
WMEX	1150	Boston	.6/2.4
WPLM-F	99.1	Plymouth/Boston	1.1/3.4
WROL	950	Boston	.8/2.4
WSSH	1510	Boston	.3/1.1
WHOB-F	106.3	Nashua	.4/1.3
WOKQ-F	97.5	Dover/Portsmouth	.3/ .8
WHJY-F	94.1	Providence	.6/2.1
WPRO-F	92.3	Providence	.4/1.5
WSNE-F	93.3	Faunton	.3/ .9
WWLI-F	105.1	Providence	.3/ .6

RADIO STATIONS

AM STATIONS

WBZ,	1030,	50 KW (DA-1)	, MOR	ABC-I,	$240.00 (Group W)	Westinghouse
WEEI,	590,	5 KW (DA-1)	, NEWS	CBS,	$105.00	
WEZE,	1260,	5 KW (DA-N)	, RELIGION	,	$ 20.00 (Salem)	
WHDH,	850,	50 KW (DA-2)	, TALK	,	$195.00 (Durpetti)	Sconnix
WILD,	1090,	5 KW (DAYS)	, BLACK	SBN,	$ 40.00 (Roslin)	
WKOX,	1200,	10 KW (DA-2)	, MOR	,	$ 30.00 (---)	Fairbanks
WMEX,	1150,	5 KW/1 KW (DA-2)	, OLDIES	ABC-E,	$ 37.00 (Mc-Guild)	Greater Media
WRKO,	680,	50 KW (DA-2)	, TALK	MBS,US2,	$170.00 (Republic)	RKO
WROL,	950,	5 KW (DAYS)	, RELIGION	,	$ 20.00 (---)	
WSSH,	1510,	50 KW/5KW (DA-2)	, SOLF AC	Trans,	$ NA (HNWH)	Nobel
WUNR,	1600,	5 KW (DA-1)	, ETHNIC	,	$ 22.00 (Caballero)	
WXKS,	1430,	5 KW/1KW (DA-N)	, NOSTALGIA	,	$ 45.00 (MMR)	Pyramid

FM STATIONS

WBCN,	104.1,	19 KW @ 742,	AOR	,	$350.00 (Torbet)	Infinity
WBOS,	92.9,	17 KW @ 860,	COUNTRY	ABC-D,	$128.00 (DurpettI)	Ackerly
WCRB,	102.5,	11 KW @ 920,	CLASSICAL	,	$ 95.00 (Donofrio)	
WCGY,	93.7,	50 KW @ 430,	CLASSIC ROCK	,	$ 65.00 (K & P)	Curt Gowdy
WFNX,	101.7,	3 KW @ 170,	AOR	,	$ 60.00 (---)	
WHRB,	95.3,	3 KW @ 110,	CLASS/JAZZ	,	$ 25.00 (---)	
WJIB,	96.9,	12 KW @ 1010,	BTFL/EZ	,	$160.00 (Mc-Guild)	Emmis
WMJX,	106.7,	12 KW @ 720,	AC	,	$140.00 (Mc-Guild)	Greater Media
WODS,	103.3,	16 KW @ 890,	OLDIES	CBS-R,	$144.00 (CBS)	CBS
WPLM,	99.1,	50 KW @ 430,	NOSTALGIA	,	$ 40.00 (---)	(PLYMOUTH)
WROR,	98.5,	8 KW @ 1191,	AC	US 1,	$166.00 (Republic)	RKO
WSSH,	99.5,	32 KW @ 600,	SOFT AC	,	$142.00 (HNWH)	Noble
WVBF,	105.7,	14 KW @ 954,	AC	,	$130.00 (Banner)	Fairbanks
WXKS,	107.9,	23 KW @ 719,	CHR	,	$250.00 (MMR)	Pyramid
WZLX,	100.7,	50 KW @ 500,	CLASSIC AOR	,	$155.00 (Christal)	Cook Inlet
WZOU,	94.5,	8 KW @ 1050,	CHR	,	$152.00 (Eastman)	Ardman

CALL LETTER CHANGES

FORMAT CHANGES

WHDH: From MOR to TALK (August)

SALES

WBOS-F: From Sconnix to Ackerly for $19,300,000 (Stevens)

BRIDGEPORT

Arbitron Rank/Pop (12+): 91/378,900

MSA Rank/Pop: 107/444,600
New York ADI
Average Person Ratings: 19.8
Market TSL: 25.8 Hours

Stations: 35/6
Diaries: 762/497:1/51.0%
Sample Target: 760
% Below Line: 53.9%
% Not Listed: 15.1%

1988 Revenue: $23,100,000
HH/ Inc: $54,102
Retail $: 8.9 Bil
Pop per Station: 63,150
#1 Biller: WEBE-F $5,000,000

NOTE: Revenue and Retail Sales figures are for Fairfield County.

12+ METRO		1/4/SHARE	SPG 88	FAL 87	SPG 87	FAL 86	4BOOK AVG	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. WEZN-F	(EZ)	110/14.7	13.5	13.4	13.9	15.4	---		1064/28.1	23.9	25.5	130	8.4	84	962	WEZN-F
2. WICC	(MOR)	80/10.7	13.3	15.5	17.4	17.1	---		1130/29.8	33.4	35.6	84	7.7	77	1055	WICC
3. WEBE-F	(AC)	67/ 8.9	10.5	10.4	8.0	7.0	---		766/20.2	22.2	26.0	148	7.7	77	933	WEBE-F
4. WPLR-F	(AOR)	63/ 8.4	9.2	7.7	7.7	6.4	---		707/18.7	17.8	20.1	125	6.6	66	723	WPLR-F
5. WKCI-F	(CHR)	58/ 7.7	9.3	10.1	8.8	11.4	---		890/23.5	24.7	26.3	81	8.7	87	1115	WKCI-F
6. WCBS	(N/T)	21/ 2.8	3.3	3.9	3.9	3.1	---		544/14.4	12.0	14.3	61	4.1	41	963	WCBS
7. WDJZ	(BB)	20/ 2.7	1.4	1.7	1.4	2.2	---		136/ 3.6	2.1	2.1	26	2.1	21	136	WDJZ
WRKS-F	(B)	20/ 2.7	3.4	1.7	2.1	2.5	---		222/ 5.9	6.8	4.0	100	2.2	22	426	WRKS-F
9. WOR	(T)	17/ 2.3	1.3	1.8	1.5	2.2	---		209/ 5.5	3.9	5.5	52	2.5	25	347	WOR
10. WGSM	(MOR)	16/ 2.1	---	1.1	.7	.7	---		66/ 1.7	---	1.2	33	---	---	---	WGSM
WYNY-F	(C)	16/ 2.1	2.7	1.1	---	---	---		214/ 5.6	6.4	5.3	167	1.6	16	440	WYNY-F

12+ FM SHARE (METRO): 62.03% (427 of 637) (FAL 87: 62.97%) NOTE: This market's MSA and TSA are the same.

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WKCI-F>>	1. WPLR-F	1. WEZN-F<	1. WEZN-F	1. WEZN-F	1. WEZN-F>	1. WICC>	1. WEZN-F>	1. WEZN-F>	1. WPLR-F>	1. WICC>
2. WPLR-F	2. WEBE-F>	WEBE-F<	2. WEBE-F	2. WEBE-F	2. WICC>>	2. WEZN-F	2. WEBE-F>	2. WEBE-F<	2. WICC	WPLR-F
3. WRKS-F	3. WKCI-F>	3. WPLR-F>	3. WPLR-F>	3. WPLR-F	3.	3. WEBE-F	3. WICC	3. WPLR-F	WKCI-F	3. WEBE-F
4.	4. WEZN-F	4. WKCI-F	4. WICC	4. WICC	4.	4. WKCI-F<	4. WPLR-F	4. WICC	4. WEZN-F>	4. WEZN-F
5.	5. WRKI-F	5. WICC	5. WKCI-F	5. WKCI-F	5.	5. WPLR-F	5. WKCI-F	5. WKCI-F	5. WEBE-F	WCBS

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WKCI-F>>	1. WEBE-F>	1. WEBE-F>>	1. WEBE-F	1. WEZN-F	1. WPLR-F	1. WPLR-F>	1. WPLR-F>	1. WPLR-F>	1. WEZN-F
2. WEZN-F	2. WKCI-F	2. WPLR-F>	2. WEZN-F>	2. WEBE-F>	2. WRKI-F>	2. WEBE-F	2. WEBE-F>	2. WEZN-F	WPLR-F
WEBE-F	WPLR-F>	3. WICC	3. WKCI-F	3. WICC>	3. WEBE-F	3. WKCI-F	3. WKCI-F	3. WEBE-F	3. WEBE-F>
4. WPLR-F>	4. WEZN-F	4. WKCI-F	4. WPLR-F	4. WPLR-F	WKCI-F>	4. WRKI-F	4. WNEW-F>	4. WKCI-F	4. WICC
5. WRKS-F	5. WICC	5. WEZN-F	5. WICC	5. WKCI-F	5. WEZN-F	5.	5. WXRK-F	5. WRKI-F	5. WKCI-F
	WRKS-F	WRKS-F							

FORMATS	AM	FM	TOTAL	%	FAL 87 %
TOP 40/CHR/CONTEMP		83 (5)	83 (5)	13.0	13.5
AOR/CLASSIC		93 (4)	93 (4)	14.6	11.9
AC/OLDIES/SOFT ROCK	6 (1)	94 (6)	100 (7)	15.7	17.9
MOR/VARIETY/FULL	101 (4)		101 (4)	15.9	17.9
COUNTRY		16 (1)	16 (1)	2.5	1.1
BLACK/URBAN		20 (1)	20 (1)	3.1	4.2
BTFL/EZ		110 (1)	110 (1)	17.3	14.5
NEWS/TALK	74 (6)		74 (6)	11.6	11.6
NOSTALGIA	24 (2)		24 (2)	3.8	3.1
RELIGION/GOSPEL					
SPANISH					
CLASSICAL		6 (2)	6 (2)	0.9	0.8
JAZZ/NEW AGE		5 (1)	5 (1)	0.8	0.3
OTHERS/UNKNOWN	5 (1)		5 (1)	0.8	1.1
			637 (34)		

OTHER RADIO STATIONS/METRO SHARE & CUME RATING

WADS	690	Ansonia	1.6/5.1
WFIF	1500	Milford	.7/2.4
WJBX	1450	Bridgeport	.8/2.3
WABC	770	New York	1.5/4.9
WALK-F	97.5	Patchoque	.4/3.3
WAVZ	1300	New Haven	.5/1.6
WCBS	880	New York	.5/2.5
WDRC-F	102.9	Hartford	1.3/6.6
WELI	960	New Haven	.4/3.0
WFAN	660	New York	1.3/9.1
WGMX-F	95.9	Norwalk	.7/2.9
WHTZ-F	100.3	Newark	.5/2.4
WJAZ	96.7	Stanford	.7/2.4
WKSS-F	95.7	Hartford	1.2/2.5
WMCA	570	New York	.4/1.4
WNCN-F	104.3	New York	.3/1.6
WNEW-F	102.7	New York	1.2/2.8
WQHT-F	97.1	New York	1.2/5.7
WQXR-F	96.3	New York	.5/2.0
WRKI-F	95.1	Brookfield	2.0/8.6
WTIC	1080	Hartford	.3/1.5
WWPR-F	95.5	New York	.4/4.3
WWYZ-F	92.5	Waterbury	.7/2.2
WXRK	92.3	New York	.8/4.6

RADIO STATIONS

WMID,	1340,	1 KW	, NOSTALGIA	NBC, $ 24.00 (Republic)		
WOND,	1400,	1 KW	, OLDIES	ABC-E, $ 15.00 (Mc-Guild)		Dick Irland
WUSS,	1490,	1 KW/250 W	, BLACK	MBS, NBN, $ 17.00 (Lotus)		Larry Hayes
WAYV-F,	95.1,	20 KW @ 300,	CHR	, $ 37.00 (Katz)	Forrest	Vi Trofa
WFPG-F,	96.9,	50 KW @ 400,	BTFL/EZ	, $ 31.00 (Eastman_	Hartstone/Dickstein	Dick Taylor
WMGM-F,	103.7,	50 KW @ 395,	CHR	, $ 21.00 (Mc-Guild)		Dick Irland
WMID-F,	99.3,	3 KW @ 290,	AC	, $ 22.00 (Republic)		Bill Musser
WRDR-F,	104.9,	3 KW @ 280,	NOSTALGIA	APR, $ 15.00 (---)	(EGG HARBOR)	John DeMasi
WSLT-F,	106.3,	3 KW @ 310,	SOFT AC	, $ 16.00 (Groskin)	(OCEAN CITY)	Neeley Crowley
WZXL-F,	100.7,	38 KW @ 330,	AOR	, $ 15.00 (Durpetti	(WILDWOOD)	Joe Gallagher

NOTE: WICC sold by Tribune Co. to WIN/ML for $6,250,000.

BUFFALO - NIAGARA FALLS

Arbitron Rank/Pop (12+): 38/995,600

MSA Rank/Pop:
Buffalo: 54/951,900
Niagara Falls: 197/214,900
Average Person Ratings: 17.7
Market TSL: 23.3 Hours

Stations: 24/21
Diaries: 1340/743:1/56.5%
Sample Target: 1290
% Below Line: 1.5%
% Not Listed: 9.6%

1988 Revenue: $27,500,000
HH/ Inc: $33,379
Retail $: 7.2 Bil
Pop per Station: 47,410
#1 Biller: WBEN $4,000,000

12+ METRO		1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. WBEN	(MOR)	190/10.8	9.6	8.5	10.0	11.8	9.7	200/ 3354	3137/31.5	21.1	33.5	81	7.4	131	2517	WBEN
2. WYRK-F	(C)	189/10.7	8.8	7.7	9.0	7.0	9.1	219/ 2151	1733/17.4	15.7	14.5	118	7.6	135	1328	WYRK-F
3. WJYE-F	(EZ)	171/ 9.7	6.7	6.6	10.4	8.6	8.4	197/ 2475	2120/21.3	16.7	19.6	76	5.2	93	1191	WJYE-F
4. WKSE-F	(CHR)	162/ 9.2	11.3	10.2	8.6	8.2	9.8	184/ 2924	2602/26.1	24.6	20.1	87	14.1	251	2986	WKSE-F
5. WBUF-F	(AC)	157/ 8.9	6.6	9.3	6.5	6.2	7.8	179/ 1918	1607/16.1	17.0	15.5	168	8.1	144	1504	WBUF-F
6. WBLK-F	(B)	116/ 6.6	6.0	6.3	4.5	6.5	5.9	118/ 1035	1009/10.1	9.8	9.2	100	10.8	193	1335	WBLK-F
7. WGR-F	(AOR)	105/ 6.6	2.2	4.3	3.6	2.6	4.0	158/ 1991	1502/15.1	10.8	9.1	95	9.0	160	1872	WGR-F
8. WECK	(BB)	100/ 5.7	6.0	5.0	5.1	6.3	5.5	101/ 1056	1007/10.1	9.6	11.7	112	4.4	78	640	WECK
9. WMJQ-F	(CHR)	90/ 5.1	5.7	5.7	3.6	4.7	5.0	170/ 2991	1788/18.0	20.7	17.4	127	3.7	66	1179	WMJQ-F
10. WHTT-F	(AOR)	77/ 4.4	5.5	8.7	7.5	8.0	6.5	94/ 1785	1477/14.8	19.4	16.1	155	6.1	109	1770	WHTT-F
11. WPHD-F	(AOR)	60/ 3.4	7.6	4.7	5.7	5.4	5.4	62/ 1460	1321/13.3	16.3	17.2	126	4.5	80	1524	WPHD-F
12. WGR	(MOR)	53/ 3.0	4.2	3.1	3.2	4.1	3.4	72/ 1671	1321/13.3	12.1	11.6	140	3.7	65	1125	WGR
13. WWKB	(O)	28/ 1.6	1.1	3.3	4.1	3.7	2.5	34/ 761	633/ 6.4	12.0	13.7	100	1.0	17	629	WWKB
14.																
15.																

12+ FM SHARE (METRO): 72.61% (1169 of 1610) (FAL 87: 66.29%)

TEENS	18-24	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WKSE-F>>	1. WGR-F	1. WYRK-F	1. WBUF-F	1. WBUF-F	1. WBEN	1. WBEN>	1. WJYE-F	1. WYRK-F<	1. WKSE-F>	1. WBEN>>
2. WBLK-F	2. WKSE-F	2. WBUF-F	WYRK-F>	2. WYRK-F	2. WJYE-F	2. WYRK-F	2. WBUF-F	2. WJYE-F	2. WBEN	2. WYRK-F
3. WGR-F	3. WYRK-F<	3. WKSE-F	3. WKSE-F	3. WBEN	3. WYRK-F	3. WKSE-F	3. WYRK-F>	3. WBUF-F	3. WYRK-F	3. WBLK-F
WMJQ-F	4. WBLK-F	4. WGR-F	4. WHTT-F	4. WKSE-F	4. WBUF-F<	4. WBUF-F	4. WECK	4. WKSE-F	4. WBLK-F	4. WKSE-F<
5.	5. WMJQ-F	5. WBLK-F	5. WBEN<	5. WJYE-F	5. WECK	WJYE-F	5. WBEN	5. WBLK-F	5. WGR-F	5. WGR-F<
6.	6. WBUF-F	6. WMJQ-F	6. WMJQ-F	6. WHTT-F<	6.	WMJQ-F	6. WGR-F	6. WGR-F	6. WJYE-F	6. WBUF-F
7.	7.	7.	7.	7. WBLK-F<	7.	7.	7.	7. WBEN	7. WBUF-F	7.
8.	8.	8.	8	8. WMJQ-F	8.	8.	8.	8.	8.	8.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WKSE-F	1. WKSE-F>	1. WBUF-F	1. WKSE-F<	1. WBUF-F	1. WGR-F>>	1. WGR-F>	1. WGR-F<	1. WGR-F	1. WYRK-F
2. WBLK-F	2. WLBK-F	WKSE-F	2. WBUF-F	2. WYRK-F	2. WLBK-F	2. WHTT-F	2. WHTT-F	2. WYRK-F	2. WBEN
3. WMJQ-F	3. WMJQ-F	3. WYRK-F	3. WYRK-F	3. WKSE-F	3. WYRK-F	3. WYRK-F	3. WBUF-F	3. WHTT-F	WHTT-F
4. WGR-F	4. WYRK-F	4. WMJQ-F	4. WBLK-F	4. WJYE-F	4. WPHD-F	4. WPHD-F	4. WMJQ-F	4. WBEN	4. WBUF-F
WJYE-F	5. WBUF-F	5. WBLK-F>	5. WMJQ-F	5. WBLK-F	5. WKSE-F	5. WBLK-F	5. WPHD-F	WBUF-F	5. WGR-F
6. WYRK-F	6. WGR-F	6. WGR-F	6. WJYE-F	6. WBEN	6. WHTT-F	WBUF-F	WYRK-F	6. WPHD-F	6. WJYE-F
7. WBUF-F	7. WJYE-F	WHTT-F	7.	WMJQ-F	7. WMJQ-F	7. WMJQ-F	7. WBEN	7.	WMJQ-F
8. WPHD-F	8.	8.	8.	8.	8.	8.	8.	8.	8.

FORMATS	AM	FM	TOTAL	%	FAL 87 %
TOP 40/CHR/CONTEMP		260 (3)	260 (3)	16.1	[illegible]
AOR/CLASSIC		253 (4)	253 (4)	15.7	18.5
AC/OLDIES/SOFT ROCK	54 (3)	157 (1)	211 (4)	13.1	13.6
MOR/VARIETY/FULL	263 (4)		263 (4)	16.3	17.9
COUNTRY	9 (1)	189 (1)	198 (2)	12.3	9.1
BLACK/URBAN	8 (1)	116 (1)	124 (2)	7.7	8.5
BTFL/EZ		171 (1)	171 (1)	10.6	9.3
NEWS/TALK					
NOSTALGIA	100 (1)		100 (1)	6.2	6.8
RELIGION/GOSPEL		18 (1)	18 (1)	1.1	1.0
SPANISH					
CLASSICAL					
JAZZ/NEW AGE		5 (1)	5 (1)	0.3	
OTHERS/UNKNOWN	7 (1)		7 (1)	0.4	1.2
			1610 (24)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBMW-F	107.7	Weatherfld.	.3/2.1
WDCX-F	99.5	Buffalo	1.0/3.5
WGKT	1400	Buffalo	1.0/3.7
WHLD	1270	Niagara Falls	.4/1.7
WJJL	1440	Niagara Falls	.7/1.5
WLVL	1340	Lockport	.5/1.3
WUFO	1080	Amherst	.5/1.5
WXRL	1300	Lancaster	.5/2.0
CFNY-F	102.1	Brampton Ont.	.6/2.1
CHTZ-F	97.7	St. Catharines	.5/1.9
CJRN	710	Niagara Falls, Ont.	.4/1.2

RADIO STATIONS

AM STATIONS

WBEN,	930,	5 KW (DA-N)	, MOR	NBC,	$ 80.00	(Eastman)		
WECK,	1230,	1 KW	, NOSTALGIA	CBS,	$ 41.00	(Roslin)		
WGR ,	550,	5 KW (DA-N)	, MOR/AC	ABC-E,	$ 45.00	(Katz)		
WHTT,	1120,	1 KW (DAYS)	, CLASSIC AOR	,	$ NA	(MMR)	Pyramid	
WUFO,	1080,	1 KW (DAYS)	, BLACK/GOSPEL	SBN,	$ 16.00	(Roslin)	Sheridan	
WWKB,	1520,	50 KW (DA-1)	, OLDIES	ABC-D,	$ 45.00	(HNWH)	Price	
WXRL,	1300,	1 KW/2.5 KW(DA-2)	, COUNTRY	MBS,	$ 18.00	(---)		(LANCASTER)

FM STATIONS

WBLK-F,	93.7,	50 KW @ 400,	BLACK	CBS-R,	$ 44.00	(Durpetti)		
WBUF-F,	92.9,	91 KW @ 580,	AC	,	$ 72.00	(Mc-Guild)	Lincoln	
WDCX-F,	99.5	17 KW @ 430,	RELIGION	,	$ 21.00	(---)	Crawford	
WHTT-F,	104.1,	50 KW @ 500,	CLASSIC AOR	,	$ 64.00	(MMR)	Pryamid	
WJYE-F,	96.1,	50 KW @ 480,	BTFL/EZ	,	$ 70.00	(Christal)		
WKSE-F,	98.5,	46 KW @ 380,	CHR	ABC-R,	$ 57.00	(HNWH)	Price	
WMJQ-F,	102.5,	110 KW @ 1347,	CHR	ABC-R,	$ 51.00	(Eastman)		
WPHD-F,	103.3,	49 KW @ 423,	AOR	CBS-R,	$ 49.00	(CBS)		
WGR-F ,	96.9,	13 KW @ 390,	AOR	ABC-E,	$ 43.00	(Katz)		
WYRK-F,	106.5,	50 KW @ 390,	COUNTRY	,	$ 63.00	(Mc-Guild)	Stoner	
WBMW-F,	107.7,	14 KW @ 650,	JAZZ/NEW AGE	Source,	$ 32.00	(Torbet)		(WETHERSFIELD)

CALL LETTER CHANGES

WRLT changes to WGR-F (Sept)
WPHD changes to WGKT
WBYR changes to WBMW

FORMAT CHANGES

WPHD-AM changes from AOR to OLDIES (Aug)
WBYR changes from AOR to JAZZ/NEW AGE (Nov)
WRLT changes from AC to AOR (Sept)

SALES

CANTON

Arbitron Rank/Pop (12+): 102/333,000

MSA Rank/Pop: 117/400,600
Cleveland ADI
Average Person Ratings: 17.6
Market TSL: 23.0 Hours

Stations: 29/ 9
Diaries: 796/418:1/56.2%
Sample Target: 730
% Below Line: 38.1%
% Not Listed: 12.8%

1988 Revenue: $7,700,000
HH/ Inc: $30,591
Retail $: 2.5 Bil
Pop per Station: 37,000
#1 Biller: WHBCwhbc $2,400,000

12+ METRO		1/4/SHARE	SPG 88	FAL 87	SPG 87	FAL 86	4BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. WHBC-F	(EZ)	75/12.8	11.8	17.5	15.6	16.0	14.5	96/ 1053	797/23.9	26.4	25.4	69				WHBC-F
2. WHBC	(MOR)	69/11.8	10.7	12.2	12.0	14.8	11.7	71/ 905	843/25.3	25.7	29.6	53				WHBC
3. WDJQ-F	(CHR)	65/11.1	10.9	10.7	7.4	8.4	10.0	86/ 1210	849/25.5	22.1	21.1	130				WDQJ-F
4. WRQK-F	(A)	48/ 8.2	8.6	5.3	6.8	7.8	7.2	57/ 730	524/15.7	13.4	13.5	111				WRQK-F
5. WQXK-F	(C)	44/ 7.5	10.9	6.1	7.7	5.3	8.1	70/ 898	525/15.8	10.4	10.0	104				WQXK-F
6. WKDD-F	(CHR)	43/ 7.4	7.4	7.6	6.8	7.0	7.3	60/ 1144	720/21.6	18.9	18.9	81				WKDD-F
7. WMMS-F	(AOR)	19/ 3.2	3.5	4.4	3.6	4.5	3.7	30/ 532	406/12.2	10.2	12.4	138				WMMS-F
8. WONE-F	(A)	17/ 2.9	1.8	3.2	2.3	2.1	2.6	29/ 442	291/ 8.7	6.3	3.8	141				WONE-F
WMJI-F	(AC)	17/ 2.9	2.8	2.7	3.9	2.7	3.1	22/ 410	292/ 8.8	8.0	9.0	162				WMJI-F

12+ FM SHARE (METRO): 67.32% (1407 of 2090) (FAL 87: 67.21%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WKDD-F>	1. WRQK-F<	1. WDJQ-F	1. WDJQ-F>	1. WDJQ-F>	1. WHBC-F	1. WHBC	1. WHBC-F	1. WHBC-F	1. WDJQ-F	1. WHBC>
2. WDJQ-F>>	2. WDJQ-F>>	2. WRQK-F>	2. WRQK-F	2. WRQK-F	2. WHBC>>	2. WHBC-F	2. WDJQ-F	2. WDJQ-F	2. WHBC	2. WHBC-F·
3.	3. WKDD-F	3. WKDD-F	3. WQXK-F	3. WHBC-F	3. WQXK-F	3. WDJQ-F	3. WRQK-F	3. WRQK-F	3. WKDD-F	3. WQXK-F
4.	4. WMMS-F	4. WQXK-F	4. WHBC-F	4. WQXK-F	4. WDJQ-F	4. WKDD-F	4. WHBC	4. WHBC _	4. WHBC-F	4. WDJQ-F
5.	5. WONE-F	5. WHBC-F	WKDD-F	5. WHBC-F	5.	5. WRQK-F<	5. WQXK-F	5. WKDD-F	WRQK-F	5.
6.	6.	6.	6.	6.	6.	6. WQXK-F	6.	6. WQXK-F	6.	6.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WRQK-F	1. WDJQ-F>>	1. WDJQ-F>>	1. WDJQ-F>>	1. WDJQ-F>	1. WRQK-F>>	1. WRQK-F>>	1. WRQK-F	1. WRQK-F>	1. WRQK-F>
2. WDJQ-F	2. WRQK-F	2. WMMS-F	2. WKDD-F	2. WHBC-F	2. WKDD-F>	2. WDJQ-F>	2. WDJQ-F>	2. WDJQ-F>	2. WDJQ-F
3. WKDD-F	3. WKDD-F	3. WHBC-F	WQXK-F	3. WQXK-F	3. WDJQ-F	3. WKDD-F	3. WMMS-F	3. WKDD-F	3. WQXK-F
WQXK-F	4. WMMS-F	WRQK-F	WHBC-F	4. WKDD-F	WNPQ-F	4. WMMS-F	WONE-F	4. WQXK-F	4. WHBC
5. WONE-F	WQXK-F	WKDD-F	5. WRQK-F	5. WHBC	5. WQXK-F	WONE-F	5. WQXK-F	5. WMMS-F	WHBC-F
6. WHBC-F	6.	6. WDOK-F	6.	6.	6.	6.	6.	WONE-F	6.
WMMS-F	7.	WONE-F	7.	7.	7.	7.	7.	7.	7.

FORMATS	AM	FM	TOTAL	%	FAL 87 %
TOP 40/CHR/CONTEMP		125 (5)	125 (5)	24.5	23.7
AOR/CLASSIC		86 (4)	86 (4)	16.9	14.3
AC/OLDIES/SOFT ROCK		40 (4)	40 (4)	7.8	4.9
MOR/VARIETY/FULL	88 (4)		88 (4)	17.3	16.2
COUNTRY	8 (3)	52 (3)	60 (6)	11.8	10.1
BLACK/URBAN		5 (1)	5 (1)	1.0	3.0
BTFL/EZ		75 (1)	75 (1)	14.7	22.2
NEWS/TALK	11 (1)	11 (1)	22 (2)	4.3	3.5
NOSTALGIA	3 (1)		3 (1)	0.6	
RELIGION/GOSPEL		6 (1)	6 (1)	1.2	1.2
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
OTHERS/UNKNOWN					0.9
			510 (29)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING			
WFAH	1310	Alliance	1.2/2.7
WNPQ-F	95.9	New Philly	.9/4.6
WRCW	1060	Canton	1.5/1.5
WTIG	990	Massillion	.5/3.5
WTOF-F	98.1	Canton	1.0/3.8
WAKR	1590	Akron	.5/1.9
WDOK-F	102.1	Cleveland	1.2/4.3
WGAR	1220	Cleveland	.5/2.8
WGAR-F	99.5	Cleveland	.5/2.8
WHOT-F	1330	Campbell	1.2/4.2
WLTF-F	106.5	Cleveland	.9/4.1
WNCX-F	98.5	Cleveland	.3/2.7
WNIR-F	100.1	Kent	1.9/5.9
WPHR-F	107.9	Cleveland	.9/3.1
WQKT-F	104.5	Wooster	.9/3.0
WQMX-F	94.9	Medina	.9/3.0
WRMR	850	Cleveland	.5/2.1
WSLR	1350	Akron	.3/2.2
WWWE	1100	Cleveland	1.9/5.4
WZAK-F	93.1	Cleveland	.9/2.8

RADIO STATIONS

WHBC,	1480,	5 KW (DA-N)	, MOR	ABC-E,	$ 65.00 (Christal)		Bill Chambers
WINW,	1520,	1 KW (DAYS-DA)	, BLACK	,	$ 12.00 (Eastman)		Bob Hippler
WRCW,	1060,	5 KW (DAYS,DA)	, MOR	,	$ 13.00 (---)		R. Colaner
WDJQ-F,	92.5,	50 KW @ 500,	CHR	,	$ 41.00 (HNWH)	(ALLIANCE)	Dick Elliott
WHBC-F,	94.1,	45 KW @ 516,	BTFL/EZ	ACB-E,	$ 47.00 (Christal)		Bill Chambers
WRQK-F,	106.9,	28 KW @ 341,	AOR	,	$ 37.00 (MMR)		Bob Hippler
WTOF-F,	98.1,	36 KW @ 570,	RELIGION	,	$ 16.00 (---)	Mortenson	Tom Bishop
WNPQ-F,	95.9,	3 KW @ 230,	CHR	CBS-R,	$ 11.00 (Regional)	(NEW PHIL.)	Dennis Newell

CHARLESTON, SC

Arbitron Rank/Pop (12+): 30/407,300

MSA Rank/Pop: 98/501,200
ADI #110
Average Person Ratings: 17.1
Market TSL: 22.5 Hours

Stations: 24/21
Diaries: 898/454:1/56.0%
Sample Target: 760
% Below Line: 3.2%
% Not Listed: 9.9%

1988 Revenue: $11,700,000
HH/ Inc: $27,882
Retail $: 3.1 Bil
Pop per Station: 19,395
#1 Biller: WEZL-F $2,300,000

12+ METRO			1/4/SHARE	SPG 88	FAL 87	SPG 87	FAL 86	4BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1.	WEZL-F	(C)	80/11.5	12.1	11.7	11.9	13.5	---	82/ 1021	907/22.3	19.1	22.1	111	10.7	87	725	WEZL-F
2.	WWWZ-F	(B)	66/ 9.5	7.4	8.8	9.7	11.9	---	66/ 703	673/16.5	19.6	17.4	115	9.9	80	915	WWWZ-F
3.	WKQB-F	(CHR)	54/ 7.8	9.0	7.3	10.9	8.6	---	93/ 1383	841/20.6	22.3	18.4	69	11.3	92	1038	WKQB-F
4.	WSSX-F	(CHR)	48/ 6.9	6.0	5.3	7.6	10.0	---	50/ 903	846/20.8	18.8	18.4	91	6.4	52	704	WSSX-F
	WXTC-F	(AC)	48/ 6.9	6.8	7.1	6.4	6.1	---	52/ 713	672/16.5	17.2	19.5	130	6.3	51	569	WXTC-F
6.	WPAL	(B)	45/ 6.5	6.8	6.7	7.1	7.4	---	46/ 598	568/13.9	12.1	15.1	88	4.8	39	433	WPAL
	WAVF-F	(AOR)	45/ 6.5	5.4	6.8	5.6	2.7	---	45/ 602	578/14.2	12.7	14.9	66	9.0	73	815	WAVF-F
8.	WXLY-F	(AC)	32/ 4.6	4.7	4.9	6.3	5.2	---	32/ 576	563/13.8	12.0	12.4	148	4.4	36	366	WXLY-F
9.	WDXZ-F	(EZ)	31/ 4.5	3.8	7.1	6.4	4.1	---	33/ 357	311/ 7.6	8.8	10.1	91	2.2	18	269	WDXZ-F
10.	WMGL-F	(B)	28/ 4.0	4.7	4.9	2.4	3.3	---	30/ 411	393/ 9.6	10.4	10.1	88	7.2	58	630	WMGL-F
11.	WJYQ-F	(AC)	26/ 3.7	3.8	2.3	.8	.8	---	26/ 357	342/ 8.4	8.3	6.0	116	2.5	20	273	WJYQ-F
12.	WQIZ	(R/G)	21/ 3.0	1.9	2.7	1.8	.9	---	27/ 204	116/ 2.8	4.2	3.2	37	2.6	21	106	WQIZ
13.	WKCN	(T)	18/ 2.6	2.1	1.4	1.5	2.5	---	18/ 237	221/ 5.4	5.0	5.0	73	1.2	10	209	WKCN
14.	WZJY	(R/G)	13/ 1.9	2.5	---	---	---	---	13/ 121	121/ 3.0	3.6	---	100	1.2	10	155	WZJY
15.	WYBB-F	(AC)	12/ 1.7	---	---	---	---	---	12/ 222	216/ 5.3	---	---	129	1.8	15	247	WYBB-F

12+ FM SHARE (METRO): 79.71% (499 of 626) (FAL 87: 81.10%)

TEENS	18-24	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WKQB-F	1. WSSX-F	1. WWWZ-F	1. WEZL-F	1. WEZL-F	1. WEZL-F>>	1. WEZL-F	1. WEZL-F>	1. WEZL-F	1. WKQB-F	1. WPAL<
2. WAVF-F>	2. WAVF-F<	2. WEZL-F	2. WWWZ-F	2. WWWZ-F	2. WDXZ-F	2. WWWZ-F	2. WXTC-F	2. WWWZ-F	2. WWWZ-F	2. WEZL-F
WWWZ-F	3. WWWZ-F	3. WXTC-F	3. WXTC-F	3. WXTC-F	3. WWWZ-F	3. WKQB-F	3. WWWZ-F	3. WXTC-F	3. WMGL-F	3. WWWZ-F:
4.	4. WXTC-F	4. WSSX-F	4. WXLY-F	4. WXLY-F	4. WPAL	4. WXTC-F<	4. WSSX-F	4. WSSX-F<	4. WAVF-F	4. WZJY
5.	5. WKQB-F	5. WAVF-F<	5. WSSX-F	5. WSSX-F	5. WQIZ	5. WSSX-F	5. WAVF-F	5. WKQB-F	WEZL-F	5. WJYQ-F
6.	6.	6. WKQB-F	6.	6.	6.	6. WAVF-F	WPAL	6.	6. WSSX-F	WKCN
7.	7.	7.	7.	7.	7.	7.	7.	7.	7.	WMGL-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WWWZ-F	1. WWWZ-F	1. WXTC-F	1. WWWZ-F	1. WXTC-F	1. WAVF-F>	1. WAVF-F	1. WSSX-F	1. WAVF-F	1. WEZL-F
2. WSSX-F	2. WXTC-F	2. WWWZ-F	WXTC-F	2. WEZL-F	2. WSSX-F>	2. WSSX-F>	2. WAVF-F	2. WEZL-F	2. WWWZ-F
3. WKQB-F	3. WSSX-F	3. WEZL-F	3. WEZL-F	WWWZ-F	3. WKQB-F>	3. WKQB-F	WEZL-F	WSSX-F	3. WXLY-F
WXTC-F	4. WPAL	WPAL	4. WPAL	4. WPAL	4. WMGL-F	4. WWWZ-F	WWWZ-F	4. WWWZ-F	4. WSSX-F
5. WPAL	5. WEZL-F	5. WSSX-F	5. WSSX-F	5. WJYQ-F	5. WWWZ-F	WXLY-F	WXLY-F	5. WKQB-F	5. WKQB-F
6. WMGL-F	WKQB-F	6.	6.	6.	WXLY-F	6.	6. WXTC-F	6. WXLY-F	WXTC-F
					WXTC-F		7. WKQB-F		

FORMATS	AM	FM	TOTAL	%	FAL 87 %
TOP 40/CHR/CONTEMP	1 (1)	109 (3)	110 (4)	17.6	14.3
AOR/CLASSIC		45 (1)	45 (1)	7.2	7.7
AC/OLDIES/SOFT ROCK	10 (1)	118 (4)	128 (5)	20.4	18.7
MOR/VARIETY/FULL					
COUNTRY	6 (1)	91 (2)	97 (3)	15.5	16.3
BLACK/URBAN	52 (2)	102 (3)	154 (5)	24.6	28.4
BTFL/E	6 (1)	31 (1)	37 (2)	5.9	8.1
NEWS/TALK	18 (1)		18 (1)	2.9	1.5
NOSTALGIA					
RELIGION/GOSPEL	34 (2)		34 (2)	5.4	5.0
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
OTHERS/UNKNOWN		3 (1)	3 (1)	0.5	
			626 (24)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WMCJ	950	Moncks Corner	1.0/2.2
WOKE	1340	Charleston	.9/2.0
WTMA	1250	Charleston	.9/2.2
WWHT	1450	Charleston	.1/1.3
WXHT-F	94.3	Goose Creek	1.0/6.1
WXTC	1390	Charleston	1.4/4.8
WHLZ-F	92.5	Manning	1.6/4.7
WHTK-F	99.7	Port Royal	.4/2.5
WWDM-F	101.3	Sumter	1.2/4.1

RADIO STATIONS

AM STATIONS

WKCN,	910,	500 W (DA-N)	, TALK	NBC-T,ABC-T,	$ 17.00	(Eastman)	Caravelle		Bob Snowdon
WPAL,	730,	1 KW/100 W	, BLACK	NBN,ABC-D,	$.23.00	(---)			Juanita LaRoche
WTMA,	1250,	5 KW/1 KW	, COUNTRY	ABC-C,	$ 17.00	(Katz)	Faircom		Bob Ballantine
WXTC,	1390,	5 KW (DA-N)	, OLDIES	ABC-E,	$ 22.00	(Mc-Guild)	Guild		Phil Zachary
WQIZ,	810,	5 KW (DAYS)	, GOSPEL	SBN,	$ 12.00	(Eastman)		(ST.GEORGE)	Steve Judy

FM STATIONS

WAVF-F,	96.1,	100 KW @ 580,	AOR	US 1,	$ 38.00	(Christal)			Lawrence Thompson
WDXZ-F,	104.5,	30 KW @ 650,	EZ/LIGHT JAZZ	NBC,CBS,	$ 40.00	(Eastman)	Caravelle	(MT.PLEASANT)	Bob Snowdon
WEZL-F,	103.5,	100 KW @ 700,	COUNTRY	MBS,	$ 70.00	(Banner)	John Price		Buddy Barton
WKQB-F,	107.5,	100 KW @ 1005,	CHR	,	$ 43.00	(Eastman)		(ST.GEORGE)	Steve Judy
WMGL-F,	101.7,	3 KW @ 300,	BLACK	ABC-C,	$ 20.00	(Durpetti)		(RAVENAL)	Rick Glover
WSSX-F,	95.1,	100 KW @ 350,	CHR	,	$ 44.00	(Katz)	Faircom		Bob Ballantine
WWHT-F,	94.3,	3 KW @ 300,	CONTEMP	MBS,	$ 22.00	(Christal)	Jones		Larry Kirby
WWWZ-F,	93.5,	3 KW @ 300,	BLACK	SBN,	$ 46.00	(HNWH)		(SUMMERVILLE)	Dean Mutter
WXLY-F,	102.5,	100 KW @ 550,	OLDIES	US 1,	$ 32.00	(Republic)	Bahakel		Dan Conway
WXTC-F,	96.9,	100 KW @ 1750,	AC	CBS-R,	$ 53.00	(Mc-Guild)	Guild		Phil Zachary
WJYQ-F,	105.5,	3 KW @ 300,	AC/OLDIES	APR,	$ NA	(Torbet)	Media Cap	(MONCKS CORNER)	

CALLS FORMATS SALES

CHARLOTTE

Arbitron Rank/Pop (12+): 41/909,600

MSA Rank/Pop: 44/1,092,800
ADI #31
Average Person Ratings: 17.4
Market TSL: 23.0 Hours

Stations: 25/19
Diaries: 1145/794:1/51.9%
Sample Target: 1130
% Below Line: 4.1%
% Not Listed: 13.3%

1988 Revenue: $30,400,000
HH Inc.: $31,563
Retail $: 8.0 Bil
Pop per Station: 47,874
#1 Biller: WSOC A/F $5,200,000

12+ METRO		1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4 BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. WSOC-F	(C)	247/15.6	14.7	13.7	14.4	12.1	14.6	400/4325	2424/26.6	26.7	23.7	96	11.0	182	2102	WSOC-F
2. WPEG-F	(B)	156/ 9.9	9.4	8.3	10.5	14.2	9.5	181/1850	1462/16.1	17.1	16.5	99	10.1	167	1997	WPEG-F
3. WCKZ A/F	(U/CHR)	134/ 8.5	9.4	9.9	6.6	3.3	8.6	199/2602	1610/17.7	18.6	18.7	82	12.7	209	2139	WCKZ A/F
4. WRFX-F	(AOR)	109/ 6.9	7.3	8.6	5.8	8.1	7.2	162/1836	1216/13.4	16.0	13.4	128	9.3	154	1605	WRFX-F
5. WBT	(MOR)	95/ 6.0	5.1	6.7	5.8	7.0	5.9	112/1805	1489/16.4	13.5	14.2	98	5.7	94	1464	WBT
6. WRLX-F	(EZ)	91/ 5.7	4.4	3.4	4.1	3.6	4.4	163/1722	998/11.0	8.0	7.0	88	1.4	23	609	WRLX-F
7. WLVK-F	(C)	88/ 5.6	7.5	5.9	6.9	6.7	6.5	216/2592	1189/13.1	12.7	14.1	107	8.9	147	1270	WLVK-F
8. WWMG-F	(AC)	76/ 4.8	4.7	5.8	4.2	5.2	4.9	106/1496	1028/11.3	10.3	9.1	146	5.8	96	853	WWMG-F
9. WROQ-F	(CHR)	75/ 4.7	6.0	5.2	5.1	6.3	5.3	161/2907	1474/16.2	12.8	18.0	64	8.0	132	1767	WROQ-F
WBCY-F	(CHR)	75/ 4.7	4.8	5.9	5.9	6.5	5.3	151/3013	1496/16.4	15.0	18.9	87	4.9	81	1267	WBCY-F
11. WEZC-F	(AC)	73/ 4.6	6.0	6.2	7.6	6.2	6.1	128/2054	1175/12.9	13.7	15.1	139	3.4	57	807	WEZC-F

12+ FM SHARE (METRO): 88.12% (1209 OF 1372) (FAL 87: 84.72%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WCKZ-F+>>	1. WRFX-F<	1. WSOC-F	1. WSOC-F>	1. WSOC-F>	1. WSOC-F>>	1. WSOC-F>	1. WSOC-F>>	1. WSOC-F>	1. WCKZ-F<	1. WSOC-F
2. WBCY-F	2. WPEG-F	2. WPEG-F	2. WPEG-F<	2. WPEG-F	2. WBT	2. WBT	2. WRLX-F	2. WPEG-F	2. WPEG-F>	2. WBT
3. WPEG-F	3. WCKZ-F+<	3. WRFX-F	3. WRFX-F	3. WRFX-F	3. WRLX-F	3. WPEG-F	3. WRFX-F	3. WCKZ-F	3. WSOC-F	3. WCKZ-F
WROQ-F	4. WSOC-F>	4. WCKZ-F+	4. WWMG-F<	4. WCKZ-F	4. WLVK-F	4. WRFX-F	4. WWMG-F<	4. WRFX-F	4. WBT	WPEG-F
5.	5. WROQ-F	5. WWMG-F	5. WCKZ-F+	WWMG-F<	5. WPEG-F	5. WBCY-F	5. WLVK-F<	5. WLVK-F	5. WRFX-F	5. WLVK-F
	6. WEZC-F	6. WEZC-F	6. WEZC-F	6. WEZC-F		6. WLVK-F<	6. WPEG-F	6. WRLX-F<	6. WROQ-F	
	7. WBCY-F	7. WLVK-F	7. WLVK-F			7. WRLX-F	7. WEZC-F	7. WWMG-F		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WPEG-F	1. WPEG-F	1. WPEG-F	1. WSOC-F	1. WSOC-F>
2. WCKZ-F+	2. WCKZ-F+>	2. WEZC-F	2. WPEG-F	2. WPEG-F
3. WBCY-F	3. WEZC-F	3. WCKZ-F+	3. WCKZ-F+	3. WEZC-F
4. WROQ-F>	4. WSOC-F	4. WSOC-F	4. WEZC-F	4. WCKZ-F+
5. WLVK-F	5. WBCY-F	5. WRFX-F	5. WBCY-F	5. WBT
WWMG-F	6. WRFX-F	6. WWMG-F	6. WLVK-F	WRLX-F
	7. WWMG-F		7. WRLX-F	7. WLVK-F
			WWMG-F	

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WRFX-F	1. WRFX-F>	1. WRFX-F>	1. WRFX-F	1. WSOC-F
2. WPEG-F	2. WSOC-F<	2. WSOC-F	2. WSOC-F	2. WRFX-F
3. WCKZ-F+	3. WPEG-F	3. WPEG-F	3. WPEG-F>	3. WPEG-F
WROQ-F	4. WCKZ-F+	4. WCKZ-F+	4. WCKZ-F+	4. WWMG-F
WSOC-F	5. WROQ-F	5. WBCY-F	WWMG-F	5. WCKZ-F+
		WROQ-F	6. WROQ-F	6. WLVK-F
		WWMG-F		7. WBT

FORMATS	AM	FM	TOTAL	%	FAL 87 %
TOP 40/CHR/CONTEMP	XXX (X)	150 (2)	150 (2)	10.9	14.2
AOR/CLASSIC		117 (2)	117 (2)	8.5	10.8
AC/OLDIES/SOFT ROCK		169 (3)	169 (3)	12.3	18.0
MOR/VARIETY/FULL	104 (2)		104 (2)	7.6	8.7
COUNTRY	9 (1)	335 (2)	344 (3)	25.0	21.9
BLACK/URBAN	23 (2)	302 (3)	325 (5)	23.7	18.0
BTFL MUSIC/EZ		91 (1)	91 (1)	6.6	4.5
NEWS/TALK					
NOSTALGIA	6 (1)		6 (1)	0.4	
RELIGION/GOSPEL	14 (1)	27 (2)	41 (3)	3.0	2.3
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
OTHERS/UNKNOWN	7 (1)	18 (2)	25 (3)		
	163 (8)	1209 (17)	1372 (25)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAES	610	Charlotte	.4/1.8
WGIV	1600	Charlotte	1.4/3.8
WGSP	1310	Charlotte	.9/ .7
WLON	1050	Lincolnton	.6/1.0
WNOW	1030	Mint Hill	.4/1.0
WRDX-F	106.5	Salisbury	1.3/4.0
WSOC	930	Charlotte	.6/2.8
WFMX-F	105.7	Statesville	.5/1.8
WXRC-F	95.7	Hickory	.5/1.7
WAGI-F	105.3	Gaffney	.6/1.5
WFGW	1010	Black Mountain	.2/ .7
WMIT-F	106.9	Black Mountain	1.5/3.2
WWDM-F	101.3	Sumter	.8/1.8

RADIO STATIONS

WAES, 610, 5 KW/1 KW (DA-2), OLDIES	,$ NA	(Republic)		
WAME, 1480, 5 KW (DA-2), RELIGION	,$ 15.00	(---)	Swaggert	
WBT , 1110, 50 KW (DA-N), MOR/AC	MBS,NBC,$ 80.00	(Banner)	Jeff-Pilot	
WGIV, 1600, 1 KW (DA-2), BLACK	NBN,$ 26.00	(HNWH)		
WGSP, 1310, 1 KW (DAYS,DA), ? ? –	,$ 16.00	(Masla)		
WHVN, 1240, 1 KW (DA-1), RELIGION	NBC,ABC-I,$ NA	(---)	Buck	
WQCC, 1540, 1 KW (DAYS), GOSPEL	,$ NA	(Savalli)		
WSOC, 930, 5 KW/1 KW (DA-N), COUNTRY	,$ NA	(Christal)	Cox	
WBCY-F, 107.9, 97 KW @ 970, CHR	,$ 71.00	(Benner)	Jeff-Pilot	
WEZC-F, 104.7, 100 KW @ 1230, AC	,$109.00	(MMR)	EZ	
WLVK-F, 96.9, 100 KW @ 1554, COUNTRY	ABC-I,$ 65.00	(Republic)	Capitol-Johnson	
WROQ-F, 95.1, 100 KW @ 570, CHR	US 1,$ 60.00	(Republic)		
WSOC-F, 103.7, 100 KW @ 1040, COUNTRY	,$120.00	(Christal)	Cox	
WCKZ-F, 101.9, 100 KW @ 870, URBAN/CHR	US 2,$ 50.00	(Durpetti)	Beasley	
WPEG-F, 97.9, 50 KW @ 390, BLACK	CBS-R,$ 70.00	(HNWH)	Broadcast Partners	(CONCORD)
WRFX-F, 99.7, 100 KW @ 1044, AOR	,$ 56.00	(Mc-Guild)	Pyramid	(KANNAPOLIS)
WWMG-F, 96.1, 100 KW @ 1745, AC/OLDIES	,$ 45.00	(Katz)	Voyager	(SHELBY)
WXRC-F, 95.7, 100 KW @ 1275, AOR	ABC-R,$ 30.00	(---)		(HICKORY)
WRLX-F, 102.9, 31 KW @ 1535, BTFL/EZ	,$ 28.00	(CBS)	Keymarket	(HICKORY)

MISCELLANEOUS COMMENTS WRFX-F (Kannapolis) sold by Metroplex to Pyramid for $15,400,000 (Stevens)... Correction to Spring 1988 editions: WCKZ programs Urban/CHR...

CHATTANOOGA

Arbitron Rank/Pop (12+): 96/357,300

MSA Rank/Pop: 110/427,200
ADI# 84
Average Person Ratings: 17.2
Market TSL: 22.8 Hours

Stations: 15/15
Diaries: 818/437:1/52.9%
Sample Target: 760
% Below Line: 0
% Not Listed: 14.0%

1988 Revenue: $11,900,000
HH/ Inc: $27,241
Retail $: 3.0 Bil
Pop per Station: 23,820
#1 Biller: WSKZ-F $2,400,000

12+ METRO		1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4BOOK AVG	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. WSKZ-F	(CHR)	110/17.9	20.0	18.4	16.0	19.2	18.1	216/ 2239	1140/31.9	33.4	34.1	76	23.8	150	1440	WSKZ-F
2. WUSY-F	(C)	86/14.0	10.6	13.5	14.2	11.6	13.1	175/ 1843	761/21.3	23.0	21.7	139	10.0	63	890	WUSY-F
3. WDEF-F	(EZ)	82/13.4	10.4	10.8	11.0	10.3	11.4	109/ 996	771/21.6	20.8	21.2	81	7.9	50	577	WDEF-F
4. WJTT-F	(B)	54/ 8.8	9.4	8.4	7.9	4.6	8.6	61/ 555	454/12.7	11.4	10.8	100	11.0	69	527	WJTT-F
5. WLMX-F	(AC)	53/ 8.6	7.9	7.6	9.7	14.3	8.5	54/ 778	709/19.8	19.1	24.4	141	11.9	75	849	WLMX-F
6. WDOD-F	(C)	48/ 7.8	9.2	10.3	9.4	8.0	9.2	87/ 1148	620/17.4	18.1	21.2	106	10.0	63	700	WDOD-F
7. WNOO	(B)	24/ 3.9	4.7	4.2	2.5	5.5	3.8	24/ 230	230/ 6.4	6.8	6.9	74	2.4	15	285	WNOO
8. WDEF	(MOR)	19/ 3.1	4.1	4.2	6.1	3.6	4.4	19/ 354	354/ 9.9	9.4	10.9	29	3.7	23	416	WDEF
9. WYVY-F	(AC)	13/ 2.1	3.3	5.1	3.6	3.5	3.5	14/ 355	298/ 8.3	11.5	7.2	138	2.1	13	381	WYVY-F
10. WDOD	(C)	11/ 1.8	3.5	2.0	3.1	2.3	2.6	12/ 211	195/ 5.5	7.1	5.9	17	1.3	8	224	WDOD

12+ FM SHARE (METRO): 84.63% (446 of 527) (FAL 87: 78.94%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WSKZ-F>>	1. WSKZ-F>>	1. WSKZ-F	1. WUSY-F>	1. WUSY-F>	1. WDEF-F	1. WDEF-F<	1. WDEF-F<	1. WSKZ-F	1. WSKZ-F>	1. WDOD-F
2. WJTT-F>>	2. WLMX-F	2. WYSY-F>	2. WSKZ-F	2. WSKZ-F	2. WUSY-F>	2. WSKZ-F	2. WUSY-F	2. WUSY-F	2. WJTT-F	2. WLMX-F
3.	3. WJTT-F	3. WLMX-F	3. WLMX-F	3. WLMX-F	3. WDOD-F	3. WUSY-F	3. WSKZ-F	3. WDEF-F	3. WUSY-F>	3. WUSY-F
4.	4. WUSY-F	4. WJTT-F>	4. WJTT-F	4. WDEF-F	4. WLMX-F	4. WLMX-F<	4. WLMX-F>	4. WJTT-F	4. WDOD-F	4. WJTT-F
5.	5.	5.	5.	5. WJTT-F	5. WDEF<	5. WDOD-F	5. WDOD-F	5. WLMX-F	5. WLMX-F	5. WSKZ-F
6.	6.	6.	6.	6. WDOD-F	6. WSKZ-F	6.	6.	6. WDOD-F	6.	6.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WSKZ-F>>	1. WSKZ-F	1. WLMX-F>	1. WUSY-F	1. WUSY-F	1. WSKZ-F>>	1. WSKZ-F>>	1. WSKZ-F>>	1. WSKZ-F>	1. WUSY-F<
2. WJTT-F	2. WLMX-F	2. WJTT-F	2. WLMX-F	2. WLMX-F	2. WJTT-F	2. WJTT-F	2. WJTT-F	2. WUSY-F>>	2. WSKZ-F>
WLMX-F	3. WJTT-F	WSKZ-F	3. WSKZ-F	3. WDEF-F	3. WLMX-F	3. WUSY-F	WUSY-F	3. WJTT-F	3. WDEF-F
4. WDOD-F	4. WUSY-F>	WUSY-F>>	4. WJTT-F	4. WJTT-F	WNOO	4. WLMX-F>	4. WCMX-F	4. WLMX-F	4. WJTT-F
WNOO	5.	5. WYVY-F	5. WDEF-F	WSKZ-F	WUSY-F	5. WNOO	5.	5.	WLMX-F
		6. WDEF-F		6. WDOD-F					

FORMATS	AM	FM	TOTAL	%	FAL 87 %
TOP 40/CHR/CONTEMP		110 (1)	110 (1)	20.9	21.1
AOR/CLASSIC	5 (1)		5 (1)	0.9	
AC/OLDIES/SOFT ROCK	2 (1)	66 (2)	68 (3)	12.9	17.8
MOR/VARIETY/FULL	19 (1)		19 (1)	3.6	4.0
COUNTRY	17 (2)	134 (2)	151 (4)	28.7	25.1
BLACK/URBAN	24 (1)	54 (1)	78 (2)	14.8	9.0
BTFL/EZ		82 (1)	82 (1)	15.6	11.4
NEWS/TALK					
NOSTALGIA					
RELIGION/GOSPEL	14 (2)		14 (2)	2.7	8.1
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
OTHERS/UNKNOWN					3.5
			527 (15)		

OTHER RADIO STATIONS/METRO SHARE & CUME RATING

WDXB	1490	Chattanooga	.8/4.1
WEPG	910	S. Pittsburg	1.0/1.5
WFLI	1070	Lookout Mountain	1.3/3.9
WGOW	1150	Chattanooga	.3/3.1
WMOC	1450	Chattanooga	1.0/2.9

RADIO STATIONS

WDEF,	1370,	5 KW (DA-N)	, MOR	CBS, NBC,	$ 35.00 (Katz)	Park	
WDOD,	1310,	5 KW (DA-N)	, COUNTRY	ABC-E,	$ 24.00 (Banner)	Bahakel	
WFLI,	1070,	50 KW/1 KW (DA-2)	, RELIGION	ABC-I,	$ 12.00 (---)		
WGOW,	1150,	5 KW/1 KW (DA-N)	, AC	,	$ 25.00 (Christal)	Bloomington	
WNOO,	1260,	5 KW (DAYS)	, BLACK	SBN,	$ 15.00 (Eastman)		
WDEF-F,	92.3,	100 KW @ 895,	BTFL/EZ	ABC-D,	$ 46.00 (Katz)	Park	
WDOD-F,	96.5,	100 KW @ 1080,	COUNTRY	ABC-E,	$ 48.00 (Banner)	Bahakel	
WJTT-F,	94.3,	3 KW @ 300,	BLACK	CBS-R,	$ 30.00 (HNWH)		
WLMX-F,	105.5,	3 KW @ 300,	AC	,	$ 52.00 (Republic)		(ROSSVILLE, GA)
WSKZ-F,	106.5,	100 KW @ 1076,	CHR	,	$ 78.00 (Christal)	Bloomington	
WUSY-F,	100.7,	100 KW @ 500,	COUNTRY	MBS,	$ 55.00 (Mc-Guild)	Colonial	(CLEVELAND)
WYVY-F,	102.3,	3 KW @ 285,	OLDIES (?)	,	$ 26.00 (Eastman)		

CHICAGO

Arbitron Rank/Pop (12+): 3/6,704,600

MSA Rank/Pop: 3/8,150,000
ADI #3
Average Person Ratings: 18.4
Market TSL: 24.0 Hours

Stations: 39/39
Diaries: 3306/2028:1/55.1%
Sample Target: 3120
% Below Line: 0
% Not Listed: 8.7%

1988 Revenue: $207,500,000
HH/ Inc: $38,507
Retail $: 56.3 Bil
Pop per Station: 171,913
#1 Biller: WGN $33,300,000

12+ METRO		1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. WGN	(T)	1054/8.6	10.0	9.0	9.2	8.0	9.2	1217/17213	14231/21.2	19.8	19.8	70	8.3	992	9873	WGN
2. WGCI-F	(B)	824/6.7	7.7	9.2	9.2	8.0	8.2	826/ 9650	9598/14.3	15.5	15.1	106	11.4	1364	12390	WGCI-F
3. WXEZ A/F	(EZ)	753/6.1	5.3	5.2	5.5	6.1	5.5	760/ 8650	8411/12.5	NA	NA	82	2.6	292	3367	WXEZ A/
4. WBBM	(N)	734/6.0	5.4	5.7	6.3	6.3	5.9	796/14689	12591/18.8	18.0	19.8	65	4.9	588	9648	WBBM
5. WLUP-F	(AOR)	533/4.3	4.5	5.0	4.1	4.5	4.5	549/ 9219	8897/13.3	13.2	12.0	114	5.4	643	8311	WLUP-F
6. WCKG-F	(CHR)	529/4.3	3.8	4.4	2.6	3.4	3.8	546/ 8484	8236/12.3	11.6	9.4	100	5.9	708	7794	WCKG-F
7. WJMK-F	(O)	521/4.2	3.7	3.7	3.4	2.7	3.8	570/10337	9281/13.8	10.8	8.8	148	3.0	364	4753	WJMK-F
8. WVAZ-F	(B)	515/4.2	3.9	3.0	4.3	4.5	3.9	522/ 7796	7454/11.3	10.4	12.4	107	5.3	641	8219	WVAZ-F
9. WKQX-F	(AC)	501/4.1	3.1	3.0	2.0	2.5	3.1	511/ 9524	9235/13.8	10.8	10.9	115	2.6	314	6843	WKQX-F
10. WYTZ-F	(CHR)	497/4.0	4.0	3.5	3.8	3.9	3.8	527/10126	9584/14.3	12.3	12.5	60	4.7	559	9485	WYTZ-F
11. WBBM-F	(CHR)	394/3.2	3.2	3.7	4.2	3.9	3.6	408/10770	10232/15.3	14.9	15.0	69	4.8	578	9250	WBBM-F
12. WLAK-F	(AC)	392/3.2	3.1	4.1	3.5	3.7	3.5	406/ 7152	7025/10.5	10.0	10.0	119	2.7	328	3888	WLAK-F
13. WUSN-F	(C)	373/3.0	2.4	2.8	2.6	2.6	2.7	383/ 5595	5350/ 8.0	6.9	6.3	103	3.1	369	3890	WUSN-F
14. WCLR-F	(AC)	368/3.0	2.7	3.4	3.4	3.0	3.1	392/ 7166	6830/10.2	9.5	9.7	123	1.4	163	3581	WCLR-F
15. WLUP	(T)	343/2.8	2.9	2.3	2.6	2.1	2.7	370/ 4756	4226/ 6.3	6.1	5.7	143	2.9	349	2994	WLUP
16. WNUA-F	(J/NA)	303/2.5	2.1	1.8	1.5	1.8	2.0	304/ 4217	4170/ 6.2	5.7	5.9	144	2.7	328	4549	WNUA-F
17. WXRT-F	(AOR)	294/2.4	2.3	2.5	2.2	2.5	2.4	305/ 4568	4283/ 6.4	6.1	6.2	138	2.7	329	4034	WXRT-F
18. WJJD	(BB)	282/2.3	1.9	2.7	3.2	3.3	2.5	305/ 3706	3441/ 5.1	5.6	5.6	30	1.3	160	2452	WJJD
19. WFYR-F	(O)	222/1.8	2.4	2.1	2.2	2.0	2.1	228/ 6272	5969/ 8.9	8.9	7.8	150	2.3	281	3621	WFYR-F
20. WLS	(AC)	191/1.6	1.9	1.7	1.7	1.8	1.7	302/ 6121	3669/ 5.5	5.4	7.1	119	1.9	231	4513	WLS
21. WNIB-F	(CL)	177/1.4	1.3	.9	1.2	1.4	1.2	180/ 2851	2750/ 4.1	3.0	4.6	121	.6	67	1482	WNIB-F
22. WMAQ	(N)	176/1.4	1.7	1.6	1.1	1.4	1.5	207/ 5632	4393/ 6.6	7.6	6.1	92	1.3	153	3588	WMAQ
23. WVON	(B)	171/1.4	2.0	1.5	2.0	1.6	1.7	171/ 1266	1266/ 1.9	1.3	2.1	50	.6	73	1130	WVON
24. WFMT-F	(CL)	158/1.3	1.2	.8	1.3	2.0	1.2	171/ 3387	3157/ 4.7	3.4	5.3	92	1.7	202	2732	WFMT-F
25. WOJO-F	(SP)	150/1.2	1.3	1.4	2.0	1.1	1.5	150/ 2081	2081/ 3.1	3.0	2.7	142	1.0	125	2347	WOJO-F

12+ FM SHARE (METRO): 70.41 (7842 of 11138) (FAL 87: 68.59%)

TEENS	18-24	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WYTZ-F>	1. WGCI-F	1. WGCI-F	1. WGCI-F	1. WGCI-F	1. WGN>	1. WGN>	1. WXEZ A/F	1. WGCI-F	1. WGCI-F	1. WGN
2. WGCI-F	2. WLUP-F	2. WLUP-F	2. WJMK-F	2. WJMK-F	2. WXEZ A/F	2. WBBM	2. WGN	WXEZ A/F	2. WVAZ-F	2. WBBM>
3. WBBM-F>	3. WCKG-F	3. WCKG-F	3. WLUP-F	3. WGN	3. WBBM>	3. WLUP-F<	3. WGCI-F	3. WGN	3. WGN	3. WGCI-F
4. WVAZ-F	4. WVAZ-F<	4. WJMK-F	4. WKQX-F	4. WXEZ A/F<	4. WJMK-F	4. WGCI-F	4. WJMK-F	4. WXKG-F	4. WYTZ-F	4. WVAZ-F
5. WCKG-G	5. WKQX-F	5. WKQX-F	5. WGN<	5. WLUP-F<	5. WJJD<	5. WKQX-F	5. WCKG-F<	5. WBBM	5. WBBM	5. WLAK-F
6.	6. WXRT-F<	6. WVAZ-F	6. WCKG-F<	6. WKQX-F	6. WUSN-F	6. WXEZ A/F	6. WKQX-F<	6. WJMK-F<	6. WXEZ A/F<	6. WLUP-F
7.	7. WBBM-F	7. WLUP<	7. WVAZ-F	7. WVAZ-F	7. WGCI-F	7. WJMK-F<	7. WBBM	7. WLUP	7. WCKG-F	7. WXEZ-F
8.	8. WLUP	8. WGN	8. WLUP	8. WCKG-F	WLAK-F	8. WYTZ-F	8. WLAK-F	WYTZ-F	8. WBBM-F	8. WKQX-F
9.	WYTZ-F	9. WYTZ-F	9. WXEA AF<	9. WLUP<	9. WKQX-F	9. WVAZ-F<	9. WCLR-F	9. WLUP-F	9. WJMK-F	9. WVON
10.	10. WCLR-F	10. WXRT-F	10. WNUA-F	10. WBBM-F	10. WVAZ-F	10. WBBM-F	WLUP-F	WVAZ-F	10. WLUP-F	10. WCKG-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WGCI-F	1. WGCI-F>	1. WGCI-F>	1. WGCI-F	1. WGCI-F
2. WYTZ-F	2. WKQX-F	2. WKQX-F	2. WKQX-F	2. WKQX-F
2. WBBM-F	3. WVAZ-F	3. WVAZ-F	3. WVAZ-F	3. WJMK-F
4. WVAZ-F	4. WLUP-F	4. WCKR-F	4. WJMK-F	WXEZ A/F
5. WCKG-F	5. WBBM-F<	WLUP-F	5. WLAK-F	5. WVAZ-F
WLUP-F	6. WLAK-F	6. WLAK-F	6. WYTZ-F	6. WIND
7. WLAK-F	WYTZ-F	7. WLUP<	7. WLUP-F	7. WLAK-F
8. WKQX-F	8. WCLR-F	8. WXRT-F<	8. WBBM-F	8. WCLR-F
9. WCLR-F	9. WCKG-F	9. WJMK-F<	WCLR-F	9. WLUP-F
10.	10. WJMK-F	10. WBBM-F	10. WXEZ AF	10. WBBM
		WCKG-F		WUSN-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WLUP-F	1. WLUP-F	1. WLUP-F	1. WLUP-F	1. WJMK-F
2. WCKG-F	2. WCKG-F	W. WCKG-F	2. WCKG-F	2. WGN
3. WGCI-F>	3. WGCI-F	3. WGCI-F	3. WGCI-F	3. WLUP-F
4. WVAZ-F	4. WXRT-F	4. WXRT-F	4. WJMK-F<	4. WCKG-F
5. WBBM-F	5. WLUP	5. WLUP	5. WLUP	WGCI-F
6. WYTZ-F	6. WVAZ-F	6. WNUA-F	6. WXRT-F	6. WLUP
7. WKQX-F	7. WNUZ-F<	7. WOJO-F<	7. WGN	7. WBBM
8. WXRT-F	8. WKQX-F	8. WJMK-F	8. WNUA-F<	8. WNUA-F
9. WLUP	9. WBBM-F<	9. WGN	9. WVAZ-F<	9. WXEZ A/
10. WVAZ-F	10. WYTZ-F	10. WVAZ-F	10. WBBM	10. WXRT-F

FORMATS	AM	FM	TOTAL	%	FAL 87 %
TOP 40/CHR/CONTEMP		933 (3)	933 (3)	8.4	11.5
AOR/CLASSIC		1356 (3)	1356 (3)	12.2	12.0
AC/OLDIES/SOFT ROCK	191 (1)	2203 (7)	2394 (8)	21.5	15.9
MOR/VARIETY/FULL					8.9
COUNTRY		373 (1)	373 (1)	3.3	2.9
BLACK/URBAN	217 (3)	1339 (2)	1556 (5)	14.0	17.8
BTFL/EZ	66 (1)	687 (1)	753 (2)	6.8	6.0
NEWS/TALK	2307 (4)		2307 (4)	20.7	6.0
NOSTALGIA	282 (1)		282 (1)	2.5	3.6
RELIGION/GOSPEL		38 (1)	38 (1)	0.3	0.4
SPANISH	151 (2)	150 (1)	301 (3)	2.7	2.5
CLASSICAL		335 (2)	335 (2)	3.0	3.7
JAZZ/NEW AGE		348 (2)	348 (2)	3.1	3.8
OTHERS/UNKNOWN	82 (2)	80 (2)	162 (4)	1.5	0.5
			11138 (39)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WATI-F	105.5	Woodstock	.4/ .9
WGCI	1390	Chicago	.3/2.1
WIND	560	Chicago	.8/2.0
WJKL-F	92.3	Elgin	.3/ .8
WJPC	950	Chicago	.1/ .8
WLNR-F	106.3	Lansing	.8/2.5
WJZQ-F	95.1	_Kenosha	.3/1.7
WNDZ	750	Portage	.3/ .6
WTAQ	1330	La Grange/Chicago	.4/ .9
WTWV-F	106.7	Des Plaines/Chicago	.4/ .9
WVVX-F	103.1	Highland Park	.3/1.2
WYCA-F	92.3	Hammond	.3/1.2
WYSY-F	107.9	Aurora	.8/2.7

RADIO STATIONS

AM STATIONS

WBBM,	780, 50 KW	, NEWS	CBS,	$220.00	(CBS)	CBS
WGCI,	1390, 5 KW (DA-2)	, URBAN	,	$ NA	(Mc-Guild)	Gannett
WGN,	720, 50 KW	, VARIETY/TALK	ABC-1,	$310.00	(Christal)	Tribune Co.
WIND,	560, 5 KW (DA-2)	, HISPANIC	,	$ 75.00	(Katz Hisp.)	Tichenor
WJJD,	1160, 50 KW/4KW (DA-2)	, NOSTALGIA	US 2,	$125.00	(Katz)	Infinity
WJPC,	950, 1 KW/5KW (DA-N)	, BLACK	,	$ 65.00	(---)	Johnson Prod.
WLS,	890, 50 KW	, AC	ABC-C,	$145.00	(Banner)	Cap Cities/ABC
WLUP,	1000, 50 KW (DA-2)	, TALK/AOR	MBS,	$100.00	(MMR)	Evergreen
WMAQ,	670, 50 KW	, NEWS	APR,NBC,	$125.00	(Group W)	Westinghouse
WSBC,	1240, 1 KW	, ETHNIC	,	$ 21.00	(---)	
WVON,	1450, 1 KW	, BLACK	,	$ 50.00	(Roslin)	
WXEZ,	820, 5KW/1KW (DA-N)	, EZ	MBS,	$ NA	(Republic)	Century

FM STATION

WBBM,	96.3,	6 KW @ 1174,	CHR	CBS-R,	$145.00	(CBS)	CBS
WCKG,	105.9,	4 KW @ 1575,	CLASSIC AOR	,	$143.00	(Katz)	Cox
WCLR,	101.9,	4 KW @ 1560,	AC	,	$172.00	(Mc-Guild)	Bonneville
WFMT,	98.7,	16 KW @ 1167,	CLASSICAL	,	$125,00	(HNWH)	
WFYR,	103.5,	4 KW @ 1548,	AC/OLDIES	US 1,	$130.00	(Republic)	RKO
WGCI,	107.5,	33 KW @ 600,	URBAN	,	$200.00	(Mc-Guild)	Gannett
WJMK,	104.3,	4 KW @ 1575,	OLDIES	US 2,	$166.00	(Katz)	Infinity
WKQX,	101.1,	6 KW @ 1170,	CONTEMP/AC	Source,	$158.00	(Eastman)	Emmis
WLAK,	93.9,	5 KW @ 1581,	SOFT AC	,	$172.00	(Christal)	Viacom
WLUP,	97.9,	6 KW @ 1170,	AOR	,	$ 21.00	(MMR)	Statewide
WNIB,	97.1,	8 KW @ 1196,	CLASSICAL	,	$ 95.00	(CMBS)	
WNUA,	95.5,	6 KW @ 1170,	JAZZ/NEW AGE	,	$105.00	(Durpetti)	Pyramid
WUSN,	99.5,	6 KW @ 1170,	COUNTRY	ABC-D,	$160.00	(MMR)	Cook Inlet
WXEZ,	100.3,	6 KW @ 1167,	BTFL/EZ	ABC-E,	$195.00	(Republic)	Century
WXRT,	93.1,	7 KW @ 1310,	AOR	,	$165.00	(CBS)	
WYTZ,	94.7,	4 KW @ 1535,	CHR	ABC-R,	$151.00	(Banner)	Cap Cities/ABC
WVAZ,	102.7,	6 KW @ 1170,	BLACK OLDIES	ABC-F,	$165.00	(Durpetti)	Broadcast Partners
WOJO,	105.1,	6 KW @ 1174,	SPANICH	,	$ 85.00	(Katz Hisp.)	Tichenor
WTWV,	106.7,	50 KW @ 330,	JAZZ/NEW AGE	SMN,	$ 60.00	(Roslin)	

CALL LETTER CHANGES

WBMX changes to WVAZ

FORMAT CHANGES

WVAZ: From Black to Black Oldies/AC (Nov)

SALES

WFYR-F: From RKO to Summit for $21,000,000

CINCINNATI

Arbitron Rank/Pop (12+): 30 1,165,500

MSA Rank/Pop: 31/1,427,200
ADI #30
Average Person Ratings: 16.8
Market TSL: 22.3 Hours

Stations: 27 23
Diaries: 1587/734:1/57.8%
Sample Target: 1340
% Below Line: 2.0%
% Not Listed: 8.0%

1988 Revenue: $49,200,000
HH/ Inc: $33,116
Retail $: 12.0 Bil
Pop per Station: 50,674
#1 Biller: WLW $10,000,000

12+ METRO		1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. WEBN-F	(AOR)	209/10.7	11.6	13.6	12.4	11.9	12.1	290/ 3747	2739/23.5	24.1	24.8	101	17.6	370	3451	WEBN-F
2. WKRQ-F	(CHR)	181/ 9.2	10.3	9.9	9.2	9.5	9.7	262/ 4016	2870/24.6	24.3	24.0	80	10.5	221	2947	WKRQ-F
3. WWEZ-F	(EZ)	176/ 9.0	8.2	7.5	9.6	8.8	8.6	202/ 2265	1910/16.4	14.4	16.9	66	7.4	156	1350	WWEZ-F
4. WLW	(MOR)	166/ 8.5	11.4	12.3	6.9	9.7	9.8	242/ 4125	2936/25.2	27.8	21.8	88	7.6	160	2670	WLW
5. WUBE-F	(C)	125/ 6.4	4.2	5.7	4.8	5.3	5.3	179/ 2117	1412/12.1	10.3	11.5	106	4.1	87	1334	WUBE-F
6. WRRM-F	(AC)	120/ 6.1	5.2	3.9	5.6	5.3	5.2	131/ 2007	1700/14.6	11.7	13.9	143	4.1	87	1124	WRRM-F
7. WCKY	(N/T)	111/ 5.7	4.0	4.8	5.8	4.9	5.1	121/ 1619	1377/11.8	8.8	10.1	39	2.7	57	1023	WCKY
8. WWNK-F	(AC)	110/ 5.6	3.9	4.6	3.4	3.4	4.4	132/ 2128	1575/13.5	12.0	12.1	123	3.5	74	1613	WWNK-F
9. WOFX-F	(AC)	108/ 5.5	4.4	3.0	4.6	2.8	4.4	141/ 2374	1807/15.5	9.0	9.8	135	5.9	124	1590	WOFX-F
10. WKRC	(MOR)	91/ 4.6	5.9	6.9	8.1	8.0	6.4	111/ 2774	2264/19.4	15.2	20.0	104	5.5	116	1978	WKRC
11. WBLZ-F	(B)	73/ 3.7	4.8	3.3	4.5	4.4	4.1	85/ 1409	1135/ 9.7	10.1	10.4	84	6.2	131	1354	WLBZ-F
12. WIZF-F	(B)	61/ 3.1	3.6	3.1	3.2	3.7	3.3	61/ 816	787/ 6.8	6.6	5.2	132	4.1	86	1409	WIZF-F
13. WBVE-F	(C)	53/ 2.7	3.5	3.4	4.2	3.8	3.5	102/ 1610	871/ 7.5	7.2	9.3	111	3.3	70	692	WBVE-F
14.																
15.																
16.																
17.																
18.																
19.																
20.																
21.																
22.																
23.																
24.																
25.																

12+ FM SHARE (METRO): 73.24% (1319 of 1801) (FAL 87: 69.68%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WKRQ-F>>	1. WEBN-F>	1. WEBN-F>	1. WEBN-F>	1. WEBN-F	1. WWEZ-F>	1. WEBN-F	1. WWEZ-F<	1. WEBN-F	1. WLW	1. WCKY
2. WEBN-F>>	2. WKRQ-F	2. WKR`-F	2. WRRM-F	2. WRRM-F	2. WLW	2. WKRQ-F<	2. WEBN-F	2. WKRQ-F	2. WKRQ-F	1. WLW
3. WBLZ-F	3. WOFX-F	3. WRRM-F<	3. WOFX-F	3. WLW<	3. WCKY<	3. WLW	3. WRRM-F	3. WWEZ-F	3. WEBN-F>	3. WEBN-F
4.	4. WWNK-F	4. WOFX-F	4. WKRQ-F<	4. WKRQ-F	4. WKRC-F	4. WCKY	4. WLW	4. WLW	4. WWEZ-F	4. WIZF-F
5.	5. WRRM-F	5. WWNK-F	5. WLW<	WOFX-F	5. WUBE-F	5. WKRC	5. WUBE-F<	5. WRRM-F<	5. WCKY<	WUBE-F
6.	6. WUBE-F	6. WLW<	6. WWNK-F	6. WUBE-F	6. WRRM-F	WWEZ-F	6. WWNK-F<	6. WUBE-F	6. WOFX-F	6. WKRQ-F
7.	7. WLW	7. WUBE-F	7. WUBE-F	WWNK-F	7. WKRQ-F	7. WUBE-F	7. WKRQ-F	7. WWNK-F	7. WBLZ-F	7.
8.	8.	8.		8.	8.	8.	8. WOFX-F	8. WOFX-F	8.	8.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WKRQ-F>	1. WKRQ-F	1. WEBN-F<	1. WKRQ-F	1. WRRM-F
2. WEBN-F	2. WEBN-F	2. WWNK-F	2. WWNK-F	2. WWNK-F
3. WWNK-F>>	3. WWNK-F	3. WOFX-F	3. WEBN-F	3. WKRQ-F
4. WBLZ-F	4. WRRM-F	4. WRRM-F	4. WRRM-F	4. WEBN-F
WRRM-F	5. WOFX-F>	5. WKRQ-F>	5. WOFX-F	WOFX-F
6. WIZF-F	6. WIZF-F	6. WIZF-F	6.	6. WWEZ-F
7.	7.	7. WUBE-F	7.	7. WUBE-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WEBN-F>>	1. WEBN-F>>	1. WEBN-F>	1. WEBN-F>	1. WEBN-F
2. WUBE-F>	2. WOFX-F	2. WOFX-F	2. WLW	2. WLW>
3. WOFX-F	3. WLW	3. WLW	3. WUBE-F	3. WUBE-F
4. WLW	4. WUBE-F	4. WRRM-F>	4. WOFX-F	4. WOFX-F
5. WKRQ-F	5. WRRM-F	5. WIZF-F	5. WRRM-F	WRRM-F
6. WBLZ-F	6. WKRQ-F	6. WKRQ-F	6. WKRQ-F	6. WKRQ-F
..	7.	7.	7.	7.

FORMATS	AM	FM	TOTAL	%	FAL 87 %
TOP 40/CHR/CONTEMP		187 (2)	187 (2)	10.4	10.9
AOR/CLASSIC		219 (2)	219 (2)	12.2	14.4
AC/OLDIES/SOFT ROCK	44 (2)	369 (4)	413 (6)	22.9	16.3
MOR/VARIETY/FULL	257 (2)		257 (2)	14.3	19.6
COUNTRY		191 (3)	191 (3)	10.6	10.1
BLACK/URBAN		134 (2)	134 (2)	7.4	10.4
BTFL/EZ		194 (2)	194 (2)	10.8	10.7
NEWS/TALK	111 (1)		111 (1)	6.2	5.4
NOSTALGIA	23 (1)		23 (1)	1.3	
RELIGION/GOSPEL	11 (1)	17 (2)	28 (3)	1.6	0.5
SPANISH					
CLASSICAL	9 (1)		9 (1)	0.5	
JAZZ/NEW AGE	27 (1)		27 (1)	1.5	1.0
OTHERS/UNKNOWN		8 (1)	8 (1)	0.5	.8
			1801 (27)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING			
WAKW-F	93.3	Cincinnati	.6/1.8
WCIN	1480	Cincinnati	.5/1.5
WDJO	1230	Cincinnati	.6/2.0
WMLX	1180	Florence	1.2/1.7
WNOP	740	Newport	1.4/1.7
WOXY-F	97.7	Oxford	.4/1.3
WRBZ-F	107.1	Milford	1.6/5.9
WSAI	1360	Cincinnati	1.7/4.2
WSCH-F	99.3	Aurora	.7/1.2
WTSJ	1050	Cincinnati	.6/1.6
WGTZ-F	92.9	Eaton	.3/1.4
WHIO-F	99.1	Dayton	.9/2.0
WPFB-F	105.9	Middletown	.3/1.0
WTUE-F	104.7	Dayton	.5/2.3

RADIO STATIONS

AM STATIONS

WCIN,	1480,	5 KW/500 W (DA-2),	CLASSICAL	NBN,SBN,	$ 25.00 (CMBS)		
WCKY,	1530,	50 KW (DA-N)	, NEWS/TALK	CBS,NBC,	$ 62.00 (CBS)	Federated	
WDJO,	1230,	1 KW	, OLDIES	US 2,	$ 28.00 (Christal)	American	
WKRC,	550,	5 KW/1 KW (DA-2)	, MOR/AC	ABC-E,	$ 90.00 (Katz)	Great American	
WLW ,	700,	50 KW	, MOR	ABC-I,	$ 92.00 (Eastman)	Jacor	
WNOP,	740,	1 KW (DAYS,DA)	, JAZZ/VARIETY	,	$ 20.00 (---)		(NEWPORT, KY)
WTSJ,	1050,	1 KW/278	, RELIGION	,	$ 20.00 (AM. Sunrise)		
WSAI,	1360,	5 KW (DA-N)	, OLDIES	,	$ 28.00 (MMR)	Booth	

FM STATIONS

WBLZ,	103.5,	19 KW @ 790,	BLACK	,	$ 65.00 (Republic)	Dalton	(HAMILTON)
WBVE,	96.5,	20 KW @ 810,	COUNTRY	ABC-D,	$ 50.00 (Eastman)	Reams	(HAMILTON)
WEBN,	102.7,	17 KW @ 876,	AOR	,	$103.00 (Eastman)	Jacor	
WIZF,	100.9,	1 KW @ 466,	BLACK	,	$ 35.00 (Banner)	Interurban	(ERLANGER, KY)
WLLT,	94.9,	27 KW @ 650,	AC	,	$ 57.00 (Republic)	Hoker	(FAIRFIELD)
WRBZ,	107.1,	3 KW @ 300,	AC	,	$ 36.00 (K & P)		(MILFORD)
WKRQ,	101.9,	16 KW @ 880,	CHR	ABC-F,	$107.00 (Katz)	Great American	
WRRM,	98.5,	15 KW @ 810,	AC	,	$ 85.00 (Christal)	Susquehanna	
WUBE,	105.1,	14 KW @ 920,	COUNTRY	,	$ 74.00 (Christal)	American	
WWEZ,	92.5,	11 KW @ 905,	BTFL/EZ	,	$ 70.00 (CBS)	Federated	
WWNK,	94.1,	32 KW @ 550,	AC	,	$ 52.00 (MMR)	Booth	

CALLS

WJOJ changes to WRBZ (Dec)
WWNK changes to WSAI (June)

FORMATS

WCIN: From BLACK to CLASSICAL

SALES

CLEVELAND

Arbitron Rank/Pop (12+): 21/1,754,500

MSA Rank/Pop: 24/1,843,700
ADI #11
Average Person Ratings: 18.0
Market TSL: 23.5 Hours

Stations: 26/22
Diaries: 1612/1088:1/57.0%
Sample Target: 1640
% Below Line: 2.6%
% Not Listed: 9.2%

1988 Revenue: $45,900,000
HH/ Inc: $33,340
Retail $: 13.8 Bil
Pop per Station: 79,750
#1 Biller: WMMS-F $8,600,000

12+ METRO		1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. WMMS-F	(AOR)	305/9.6	10.2	10.0	12.4	12.5	10.6	452/ 6397	4149/23.6	25.0	24.7	111	14.2	447	5849	WMMS-F
2. WLTF-F	(AC)	263/8.3	8.3	7.4	6.3	7.4	7.6	332/ 4673	3451/19.7	18.3	18.6	133	8.5	269	2887	WLTF-F
3. WQAL-F	(EZ)	245/7.7	7.5	8.9	11.4	10.1	8.9	280/ 3402	2814/16.0	16.8	17.6	82	3.8	119	1428	WQAL-F
4. WZAK-F	(B)	230/7.3	7.5	7.0	8.0	8.9	7.5	262/ 2448	1986/11.3	11.6	11.2	101	11.1	351	2351	WZAK-F
5. WNCX-F	(AOR)	209/6.6	5.3	6.2	4.8	4.8	5.7	241/ 3315	2497/14.2	14.1	13.4	115	6.2	196	2340	WNCX-F
6. WDOK-F	(AC)	209/6.6	6.3	4.7	5.1	6.8	5.7	268/ 4281	3407/19.4	13.7	17.6	127	5.7	180	1347	WDOK-F
7. WMJI-F	(AC)	192/6.1	7.0	8.6	7.1	8.0	7.2	254/ 4281	3099/17.7	19.3	19.8	151	6.9	218	3186	WMJI-F
8. WRMR	(BB)	173/5.5	4.8	3.1	2.9	1.1	4.1	205/ 2182	1788/10.2	6.5	3.4	38	2.5	80	1235	WRMR
9. WWWE	(N/T)	154/4.9	7.0	8.2	4.7	5.3	6.2	211/ 4339	3144/17.9	21.4	15.5	90	4.1	130	2672	WWWE
10. WGAR-F	(C)	136/4.3	4.9	5.5	6.1	4.7	5.2	194/ 3007	1995/11.4	11.1	10.3	116	5.1	160	1734	WGAR-F
11. WERE	(N/T)	102/3.2	3.3	3.1	4.4	3.7	3.5	108/ 1742	1648/ 9.4	9.5	9.5	63	2.1	66	1503	WERE
12. WPHR-F	(CHR)	99/3.1	2.8	2.6	1.9	1.6	2.6	180/ 3261	2098/12.0	9.5	5.9	55	2.8	89	1718	WPHR-F
13. WNWV-F	(J/NA)	98/3.1	2.6	3.5	2.5	1.0	2.9	123/ 1728	1305/ 7.4	8.3	3.7	161	3.9	122	1873	WNWV-F
14. WRQC-F	(CHR)	92/2.9	3.4	2.0	2.7	2.7	2.8	92/ 1665	1622/ 9.2	9.1	9.6	45	4.3	136	2177	WRQC-F
15. WCLV-F	(CL)	84/2.7	1.6	1.8	1.8	2.1	2.0	92/ 1498	1321/ 7.5	6.6	5.4	96	1.9	59	1178	WCLV-F
16. WEOL	(T)	51/1.6	.5	.9	1.0	1.0	1.0	53/ 592	541/ 3.1	1.7	2.4	56	1.2	39	382	WEOL
17. WJMO	(B)	40/1.3	1.4	1.1	1.5	1.5	1.3	41/ 806	797/ 4.5	4.4	4.7	108	1.3	40	691	WJMO
18.																
19.																
20.																
21.																
22.																
23.																
24.																
25.																

12+ FM SHARE (METRO): 77.84% (2234 of 2870) (FAL 87: 80.28%)

TEENS	18-24	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WPHR-F<	1. WMMS-F>	1. WMMS-F	1. WMMS-F<	1. WLTF-F<	1. WQAL-F>	1. WMMS-F>	1. WMMS-F	1. WMMS-F	1. WZAF-F>	1. WWWE
2. WRQC-F	2. WNCX-F	2. WLTF-F	2. WLTF-F	2. WMMS-F	2. WRMR-F	2. WQAL-F	2. WLTF-F	2. WLTF-F	2. WLTF-F	2. WDOK-F
3. WZAK-F	3. WLTF-F<	3. WNCX-F	3. WMJI-F	3. WMJI-F	3. WDOK-F	3. WMJI-F	WQAL-F	3. WNCX-F	3. WNCX-F	WZAK-F
4. WMMS-F	4. WZAK-F>	4. WMJI-F	4. WNCX-F	4. WDOK-F	4. WLTF-F<	4. WLTF-F	4. WDOK-F	4. WQAL-F	4. WMMS-F<	4. WERE
5.	5. WMJI-F	WZAK-F	5. WDOK-F	5. WZAK-F	5. WWWE	5. WZAK-F	5. WNCX-F	5. WDOK-F	5. WWWE	5. WLTF-F
6.	6. WDOK-F	6. WDOK-F	6. WZAF-F	6. WNCX-F	6. WGAR-F	6. WWWE	6. WMJI-F	6. WZAK-F	6. WPHR-F	6. WQAL-F
7.	7. WNWV-F<	7.	7. WNWV-F	7. WQAL-F	7. WMJI-F	7. WDOK-F	7. WRMR<	7. WMJI-F	7. WRMR<	7. WMMS-F
8.	8. WPHR-F	8.	WQAL-F	8.	8. WERE	8.	8. WZAK-F	8. WRMR	8. WQAL-F	8.
9.	9.	9.	9. WGAR-F	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WMMS-F	1. WMMS-F	1. WMMS-F	1. WLTF-F	1. WLTF-F	1. WNCX-F	1. WMMS-F<	1. WMMS-F	1. WMMS-F	1. WMMS-F<
2. WZAK-F	2. WLTF-F	2. WLTF-F	2. WMMS-F	2. WDOK-F<	2. WMMS-F>>	2. WNCX-F>	2. WNCX-F>	WNCX-F>	2. WNCX-F>
3. WLTF-F	3. WZAK-F	3. WMJI-F	3. WMJI-F	3. WMJI-F	3. WZAK-F>	3. WZAK-F	3. WZAK-F	3. WZAK-F	3. WLTF-F
4. WNCX-F	4. WMJI-F	4. WDOK-F	4. WDOK-F	4. WMMS-F	4. WLTF-F	4. WLTF-F	4. WLTF-F	4. WLTF-F	4. WMJI-F<
5. WRQC-F	5. WNCX-F	WZAK-F	5. WZAK-F>	5. WQAL-F<	5. WMJI-F	5. WMJI-F	5. WWWE	5. WMJI-F	5. WZAK-F
6. WPHR-F	6. WDOK-F	6. WNCX-F	6. WNCX-F<	6. WZAK-F	6. WPHR-F	6. WWWE	6. WMJI-F	6. WGAR-F<	6. WWWE
7.	7.	7. WNWV-F	7. WQAL-F	7. WNWV-F	7. WGAR-F	7.	7. WNWV-F	7. WWWE	7. WGAR-F<
8.	8.	8.	8.	8.	8.	8.	8. WDOK-F	8.	8. WDOK-F

FORMATS	AM	FM	TOTAL	%	FAL 87 %
TOP 40/CHR/CONTEMP		226 (3)	226 (3)	7.9	5.4
AOR/CLASSIC		535 (3)	535 (3)	18.6	21.1
AC/OLDIES/SOFT ROCK		664 (3)	664 (3)	23.1	17.2
MOR/VARIETY/FULL					
COUNTRY	29 (1)	136 (1)	165 (2)	5.7	5.7
BLACK/URBAN	40 (1)	230 (1)	270 (2)	9.4	11.3
BTFL/EZ		245 (1)	245 (1)	8.5	19.7
NEWS/TALK	329 (4)		329 (4)	11.5	9.7
NOSTALGIA	183 (2)		183 (2)	6.4	3.5
RELIGION/GOSPEL	36 (1)		36 (1)	1.3	1.6
SPANISH					
CLASSICAL		84 (1)	84 (1)	2.9	2.3
JAZZ/NEW AGE		98 (1)	98 (1)	3.4	1.1
OTHERS/UNKNOWN	19 (2)	16 (1)	35 (3)	1.2	1.9
			2870 (26)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WABQ	1540	Cleveland	1.1/2.2
WBKC	1460	Painesville	.3/1.0
WGAR	1220	Cleveland	.9/3.2
WHK	1420	Cleveland	.7/3.0
WRKG	1380	Loraine	.3/ .9
WKDD-F	96.5	Akron	1.1/3.7
WONE-F	97.5	Akron/Cleveland	.7/3.4
WREO-F	97.1	Ashtabula	.5/ .8
CKLW	800	Windsor/Detroit	.3/1.7

RADIO STATIONS

AM STATIONS

WABQ,	1540,	1 KW (DAYS)	, GOSPEL	NBN,	$ 20.00 (Unity)	
WERE,	1300,	5 KW (DA-1)	, NEWS/TALK	CBS-MBS,	$ 58.00 (Banner)	Metroplex
WGAR,	1220,	50 KW (DA-N)	, COUNTRY	ABC-E,	$ NA (HNWH)	Nationwide
WHK ,	1420,	5 KW (DA-N)	, BUSINESS NEWS	NBC,	$ 38.00 (Katz)	Malrite
WJMO,	1490,	1 KW	, BLACK	NBN,SMN,	$ 39.00 (MMR)	United
WRMR,	850,	10 KW/ 5 KW (DA-2)	, NOSTALGIA	APR,	$ 43.00 (Christal)	Booth
WWWE,	1100,	50 KW	, NEWS/TALK	CNN,ABC-I,	$ 80.00 (Eastman)	

FM STATIONS

WCLV,	95.5,	31 KW @ 600,	CLASSICAL	,	$ 58.00 (CMBS)		
WDOK,	102.1,	9 KW @ 1000,	SOFT AC	,	$ 80.00 (Eastman)		
WGAR,	99.5,	50 KW @ 500,	COUNTRY	ABC-E,	$ 86.00 (HNWH)	Nationwide	
WLTF,	106.5,	11 KW @ 1060,	AC	APR,	$110.00 (Christal)	Booth	
WMJI,	105.7,	27 KW @ 900,	AC	,	$115.00 (Eastman)	Jacor	
WMMS,	100.7,	34 KW @ 600,	AOR/CHR	Source,	$154.00 (Katz)	Malrite	
WNCX,	98.5,	16 KW @ 960,	CLASSIC ROCK	ABC-F,	$ 75.00 (Banner)	Metroplix	
WNWV,	107.3,	50 KW @ 466,	JAZZ/NEW AGE	SMN,	$ 50.00 (Torbet)		(ELYRIA)
WPHR,	107.9,	16 KW @ 892,	CHR	US 1,ABC-C,	$ 59.00 (Republic)	Ardman	
WQAL,	104.1,	11 KW @ 1060,	BTFL/EZ	,	$100.00 (Christal)	ML Media	
WROC,	92.3,	27 KW @ 234,	CHR	ABC-C,ABC-R,	$ 57.00 (MMR)	United	
WZAK,	93.1,	28 KW @ 620,	BLACK	CBS-R,	$ 87.00 (Durpetti)	Zapis	

CALL LETTER CHANGES

FORMAT CHANGES

WHK: From OLDIES to BUSINESS TALK (Nov)

SALES

COLORADO SPRINGS

Arbitron Rank/Pop (12+): 116/324,500

MSA Rank/Pop: 119/396,100
ADI#100 (W/Pueblo)
Average Person Ratings: 16.6
Market TSL: 22.0 Hours

Stations: 19/15
Diaries: 753/431:1/59.1%
Sample Target: 660
% Below Line: 13.9%
% Not Listed: 11.5%

1988 Revenue: $10,800,000
HH/ Inc: $31,698
Retail $: 2.6 Bil
Pop per Station: 21,633
#1 Biller: KILO-F $1,700,000

12+ METRO		1/4/SHARE	SPG 88	FAL 87	SPG 87	FAL 86	4BOOK AVG	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. KILO-F	(AOR)	52/ 9.6	11.1	13.3	8.2	12.0	---	61/ 869	626/19.3	19.5	23.1	88	11.9	73	776	KILO-F
2. KRDO-F	(EZ)	48/ 8.9	9.9	7.0	8.2	9.2	---	68/ 709	532/16.4	17.7	16.6	94	4.9	30	377	KRDO-F
3. KVUU-F	(AC)	44/ 8.1	8.2	6.3	7.9	11.4	---	69/ 997	684/21.1	20.2	19.5	95	8.8	54	526	KVUU-F
4. KIKX-F	(CHR)	42/ 7.8	11.5	16.6	15.1	12.0	---	53/ 853	684/21.1	24.3	30.2	77	9.2	56	830	KIKX-F
KKCS A/F	(C)	42/ 7.8	10.3	11.6	8.1	9.0	---	72/ 716	527/16.2	18.8	21.5	124	9.5	55	488	KKCS A/F
6. KKFM-F	(AOR)	35/ 6.5	5.2	7.0	8.2	4.6	---	43/ 752	571/17.6	13.6	15.0	138	9.5	58	620	KKFM-F
7. KKMG-F	(CHR)	28/ 5.2	---	---	---	---	---	61/ 620	302/ 9.3	---	---	58	4.6	28	229	KKMG-F
8. KSSS	(C)	26/ 4.8	4.0	3.3	7.5	5.6	---	29/ 314	267/ 8.2	10.6	7.4	90	3.6	22	253	KSSS
KKLI-F	(AC)	26/ 4.8	3.4	3.5	.8	---	---	26/ 305	297/ 9.2	7.6	7.0	154	2.8	17	224	KKLI-F
KATM-F	(AC)	26/ 4.8	4.8	---	---	---	---	35/ 822	622/19.2	9.8	---	48	9.2	56	657	KATM-F
11. KSPZ-F	(AC)	23/ 4.3	5.6	6.5	9.0	7.8	---	25/ 520	475/14.6	12.4	15.7	149	3.9	24	357	KSPZ-F
KVOR	(N/T)	23/ 4.3	3.8	5.5	5.0	5.4	---	24/ 394	382/11.8	10.9	14.5	86	3.4	21	310	KVOR
13. KOA	(N/T)	18/ 3.3	2.6	3.7	3.1	2.6	---	37/ 578	338/10.4	9.2	11.2	112	3.4	21	286	KOA
14. KCMN	(BB)	14/ 2.6	1.8	2.0	3.1	3.2	---	14/ 127	127/ 3.9	3.2	2.7	38	1.8	11	80	KCMN

12+ FM SHARE (METRO): 77 20% (369 of 478) (FAL 87: 78.96%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KCMN	1. KILO-F>	1. KILO-F	1. KKCS A/F	1. KKCS A/F	1. KRDO-F>	1. KVUU-F	1. KKDO-F	1. KILO-F	1. KILO-F	1. KIKX-F
KATM-F	KVUU-F	2. KVUU-F	2. KKFM-F	2. KKFM-F	2. KKCS A/F	2. KKCS A/F	2. KILO-F	2. KRDO-F	2. KIKX-F>	KVOR
3. KILO-F	3. KIKX-F	3. KKCS A/F	3. KILO-F	3. KILO-F	3. KSSS	3. KILO-F	3. KKSC-F<	3. KIKX-F<	3. KKFM-F	3. KILO-F
KKMG-F	KKFM-F	4. KKFM-F	4. KVUU-F	KRDO-F	4. KVOR	KVOR<	4. KVUU-F	KKCS A/F<	KVUU-F	4. KKFM-F
5.	5. KKMG-F	5. KIKX-F	5. KRDO-F	5. KVUU-F	5. KKLI-F	5. KRDO-F	5.	5. KVUU-F	5. KRDO-F	KRDO-F
6.	6.	6.	6.	6. KKLI-F	6.	6.	6.	6.	6.	6.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KVUU-F>	1. KVUU-F>	1. KIKX-F	1. KVUU-F	1. KKCS A/F	1. KILO-F>>	1. KILO-F>>	1. KILO-F	1. KILO-F>	1.KKFM-F
2. KKMG-F>	2. KIKX-F	KILO-F	2. KKCS A/F	2. KRDO-F	2. KIKX-F	2. KKFM-F	2. KKFM-F>	2. KKFM-F	2.KILO-F
3. KIKX-F>	3. KKMG-F	3. KKFM-F	3. KIKS-F	3. KSPZ	3. KATM-F	3. KIKS-F	3. KVUU-F	3. KKCS A/F	3.KKCS A/F>
4. KILO-F	4. KILO-F	KSPZ	4. KSPZ	4. KVUU-F	4. KVUU-F	KVUU-F	4. KIKX-F	4. KIKX-F	4. KKLI-F
KKCS A/F	5. KKCS A/F	KVUU-F	5. KKMG-F	5. KIKX-F	5. KKCS A/F	5. KKCS A/F	KKCS A/F	KVUU-F	5. KRDO-F
6. KKFM-F	6. KKFM-F	6. KKCS A/F	6.	6. KKLI-F	KKFM-F	KATM-F	6.	6.	KVUU-F
KATM-F					KKRE				

FORMATS	AM	FM	TOTAL	%	FAL 87 %
TOP 40/CHR/CONTEMP		96 (3)	96 (3)	20.0	18.4
AOR/CLASSIC		87 (2)	87 (2)	18.2	22.5
AC/OLDIES/SOFT ROCK		93 (3)	93 (3)	19.5	18.0
MOR/VARIETY/FULL	13 (1)		13 (1)	2.7	2.4
COUNTRY	28 (2)	40 (1)	68 (3)	14.2	16.5
BLACK/URBAN					
BTFL/EZ		48 (1)	48 (1)	10.0	7.8
NEWS/TALK	41 (2)		41 (2)	8.6	10.2
NOSTALGIA	14 (1)		14 (1)	2.9	2.4
RELIGION/GOSPEL	13 (1)	2 (1)	15 (2)	3.1	1.1
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
OTHERS/UNKNOWN		3 (1)	3 (1)	0.6	0.4
			478 (19)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KKRE	1040	Monument	2.4/3.8
KWYD-F	105.5	Security	.4/1.4
KRYT-F	107.9	Pueblo	.6/2.3

NOTES: KWYD-F (Security) sold for $1,060,000 (Thompson).

RADIO STATIONS

KCMN,	1530,	1 KW (DAYS)	, NOSTALGIA	CNN,	$ 16.00	(K & P)			Ed Rankin
KKRE,	1040,	5 KW (DAYS,DA)	, ??	,	$ NA	(---)		(MONUMENT)	
KRDO,	1240,	1 KW (DA-1)	, OLDIES	,	$ 16.00	(HNWH)			Neil Klocksiem
KSSS,	740,	1 KW/250 W (DA-2)	, COUNTRY	MBS,	$ 31.00	(Mc-Guild)	Lakoduk		Larry Lakoduk
KVOR,	1300,	5 KW/1 KW	, NEWS/TALK	NBC-T,ABC-T,	$ 32.00	(Katz)	Penn		
KIKX-F,	102.7,	43 KW @ 2000,	CHR	,	$ 51.00	(Mc-Guild)	First Sierra		Barb Beddor
KILO-F,	93.9,	83 KW @ 2110,	AOR	,	$ 50.00	(Republic)	Bahakel		Lou Mellini
KKCS-F,	101.9,	79 KW @ 2220,	COUNTRY	ABC-D,	$ 43.00	(Torbet)			Bob Gourley
KKFM-F,	96.5,	72 KW @ 2300,	AOR	ABC-F,	$ 45.00	(Christal)	Citadel		Bob Proffitt
KRDO-F,	95.1,	91 KW @ 2010,	BTFL/EZ	,	$ 40.00	(HNWH)			Neil Klocksiem
KSPZ-F,	92.9,	25 KW @ 2130,	AC	,	$ 46.00	(Katz)	Penn		
KVUU-F,	99.9,	68 KW @ 2000,	AC	ABC-E,	$ 39.00	(Mc-Guild)	Lakoduk		Larry Lakoduk
KWYD-F,	105.5,	6 KW @ 300,	RELIGION	,	$ 12.00	(---)		(SECURITY)	Ed Patrick
KKQX-F,	106.3,	71 KW @ ?? ,	AC	,	$ 22.00	(Moore)			Lou Allen

KATM-F - See Pueblo

COLUMBIA, SC

Arbitron Rank/Pop (12+): 93/375,200

MSA Rank/Pop: 105/455,400
ADI# 88
Average Person Ratings: 18.3
Market TSL: 24.5 Hours

Stations: 15/15
Diaries: 847/443:1/55.1%
Sample Target: 750
% Below Line: 0
% Not Listed: 13.6%

1988 Revenue: $12,700,000
HH/ Inc: $32,843
Retail $: 2.9 Bil
Pop per Station: 25,013
#1 Biller: WCOS A/F $2,900,000

12+ METRO		1/4/SHARE	SPG 88	FAL 87	SFG 87	FAL 86	4BOOK AVG	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. WCOS-F	(C)	113/16.5	19.5	16.6	17.8	16.8	---	192/ 1893	1009/26.9	30.5	29.5	100	15.7	112	996	WCOS-F
2. WWDM-F	(B)	104/15.2	18.7	18.9	18.9	15.7	---	225/ 2056	920/24.5	23.7	23.7	99	21.8	156	1104	WWDM-F
3. WNOK-F	(CHR)	69/10.1	8.8	7.8	8.4	13.9	---	126/ 1755	1061/28.3	25.3	24.8	66	11.5	82	1213	WNOK-F
4. WCEZ-F	(EZ)	53/ 7.7	5.4	8.4	6.8	5.1	---	59/ 635	521/13.9	8.6	12.6	78	3.9	28	302	WCEZ-F
5. WMFX-F	(AOR)	51/ 7.4	6.0	4.9	9.5	2.6	---	58/ 739	668/17.8	14.9	12.9	118	8.1	58	713	WMFX-F
6. WTCB-F	(AC)	44/ 6.4	5.0	4.1	4.6	4.9	---	65/ 989	575/15.3	12.2	12.9	133	6.0	43	591	WTCB-F
7. WVOC	(N/T)	37/ 5.4	5.8	4.6	4.6	5.9	---	46/ 867	684/18.2	12.9	16.6	93	3.9	28	481	WVOC
8. WSCQ-F	(AC)	35/ 5.1	6.0	5.6	5.2	4.7	---	37/ 615	565/15.1	13.5	15.6	127	4.6	33	359	WSCQ-F
9. WOIC	(B)	25/ 3.6	3.5	5.7	4.3	4.4	---	27/ 409	367/ 9.8	10.5	12.1	125	2.8	20	277	WOIC
10. WYYS-F	(CHR)	23/ 3.4	3.1	---	1.0	2.3	---	26/ 461	430/11.5	9.0	---	74	2.9	21	373	WYYS-F
11. WTGH	(R/G)	19/ 2.8	3.3	4.1	1.6	2.4	---	22/ 256	215/ 5.7	6.6	5.9	114	2.2	16	215	WTGH
12. WPRH-F	(CHR)	9/ 1.3	1.9	4.9	5.3	6.0	---	9/ 385	360/ 9.6	10.5	14.5	54	2.5	18	412	WPRH-F

12+ FM SHARE (METRO): 85.33% (506 of 593) (FAL 87: 81.49%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WWDM-F<	1. WWDM-F>	1. WWDM-F	1. WWDM-F	1. WCOS-F	1. WCOS-F>	1. WCOS-F	1. WCOS-F>	1. WCOS-F	1. WWDM-F>>	1. WCOS-F<
2. WNOK-F>>	2. WNOK-F<	2. WCOS-F>	2. WCOS-F>	2. WWDM-F>	2. WCEZ-F>	2. WWDM-F	2. WCEZ-F<	2. WWDM-F>	2. WCOS-F	2. WWDM-F
3. WCOS-F	3. WMFX-F<	3. WNOK-F<	3. WMFX-F	3. WMFX-F<	3. WVOC	3. WNOK-F	3. WWDM-F	3. WNOK-F	3. WNOK-F>	3. WVOC>
WYYS-F	4. WCOS-F>	4. WMFX-F	4. WTCB-F	4. WTCB-F	4. WWDM-F	4. WVOC	4. WNOK-F<	4. WMFX-F	4. WMFX-F	4.
5.	5. WTCB-F	5. WTCB-F	5. WNOK-F	5. WNOK-F<	5.	5. WMFX-F	5. WTCB-F<	5. WCEZ-F	5.	5.
6.	6.	6.	WSCQ-F	6. WSCQ-F	6.	WSCQ-F	6. WMFX-F	6. WTCB-F	6.	6.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WWDM-F>	1. WWDM-F>	2. WWDM-F	1. WWDM-F>	1. WCOS-F	1. WCOS-F	1. WWDM-F>	1. WMFX-F	1. WWDM-F	1. WWDM-F
2. WNOK-F	2. WNOK-F	2. WTCB-F	2. WCOS-F	2. WWDM-F	2. WNOK-F	2. WMFX-F	WWDM-F>>	2. WCOS-F>	2. WCOS-F
3. WMFX-F>	3. WTCB-F	3. WCOS-F	3. WMFX-F	3. WTCB-F	WWDM-F>>	3. WCOS-F	3. WCOS-F	3. WMFX-F	3. WMFX-F>
4. WCOS-F	4. WCOS-F	WNOK-F	4. WTCB-F	4. WCEZ-F	4. WMFX-F	4. WNOK-F	4. WNOK-F	4. WNOK-F	4. WTCB-F
WTCB-F	WMFX-F	5. WSCQ-F	5. WSCQ-F	5. WSCQ-F	WYYS-F	5.	5.	5. WTCB-F	WVOC
6. WYYS-F	6.	6. WMFX-F	6.	6.	6.	6.	6.	6.	6.

FORMATS	AM	FM	TOTAL	%	FAL 87 %
TOP 40/CHR/CONTEMP		101 (3)	101 (3)	17.0	14.6
AOR/CLASSIC		56 (2)	56 (2)	9.4	6.9
AC/OLDIES/SOFT ROCK		79 (2)	79 (2)	13.3	10.9
MOR/VARIETY/FULL					
COUNTRY	3 (1)	113 (1)	116 (2)	19.6	20.1
BLACK/URBAN	25 (1)	104 (1)	129 (2)	21.8	27.6
BTFL/EZ		53 (1)	53 (1)	8.9	9.4
NEWS/TALK	37 (1)		37 (1)	6.2	5.2
NOSTALGIA					
RELIGION/GOSPEL	22 (2)		22 (2)	3.7	5.3
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
OTHERS/UNKNOWN					
RADIO STATIONS			593 (15)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCOS	1400	Columbia	.4/2.2
WKWQ-F	95.3	Batesburg	.7/4.5
WQXL	1470	Columbia	.4/1.7

WCOS,	1400,	1 KW	, COUNTRY	ABC-I,	$ NA	(Mc-Guild)	Buck		Jake Bogan
WNOK,	1230,	1 KW	, CHR	ABC-R,	$ NA	(Katz)	Audubon		Bill McElveen
WOIC,	1320,	5 KW/2.5 KW (DA-N)	, BLACK	ABC-F,	$ 28.00	(Banner)	John Price		
WQXL,	1470,	5 KW (DAYS)	, RELIGION	,	$ 10.00	(Busby)			D. Alderfer
WTGH,	620,	1 KW (DAYS,DA)	, RELIGION	SBN,	$ 12.00	(---)			Raleigh Williams
WVOC,	560,	5 KW (DA-N)	, NEWS/TALK	CBS,	$ 28.00	(Banner)			Jack Lovelady
WCEZ-F,	93.5,	3 KW @ 300,	BTFL/EZ	NBC,	$ 38.00	(Banner)			Jack Lovelady
WCOS-F,	97.9,	100 KW @ 985,	COUNTRY	ABC-I,	$ 85.00	(Mc-Guild)	Buck		Jake Bogan
WMFX-F,	102.3,	3 KW @ 322,	AOR	,	$ 37.00	(Durpetti)	Signature		
WPRH-F,	103.1,	3 KW @ 300,	CONTEMP	ABC-F,	$ 33.00	(Banner)	John Price		
WNOK-F,	104.7,	100 KW @ 1004,	CHR	ABC-R,	$ 74.00	(Katz)	Audubon		Bill McElveen
WSCQ-F,	100.1,	3 KW @ 330,	SOFT AC	CBS-R,	$ 42.00	(Republic)			Bill Benton
WWDM-F,	101.3,	100 KW @ 1322,	BLACK	US 1,	$ 70.00	(HNWH)		(SUMTER)	John Marshall
WYYS-F,	96.7,	3 KW @ 300,	CHR	,	$ 25.00	(---)			Ken Watts
WTCB-F,	106.7,	100 KW @ 787,	AC	APR,	$ 42.00	(Christal)	Keymarket		Mike Steinhilper

COLUMBUS, OH

Arbitron Rank/Pop (12+): 34/1,088,000

MSA Rank/Pop: 35/1,320,300
ADI #33
Average Person Ratings: 15.9
Market TSL: 20.8 Hours

Stations: 21/18
Diaries: 1372/793:1/56.8%
Sample Target: 1280
% Below Line: 2.9%
% Not Listed: 11.8%

1988 Revenue: $38,500,000
HH/ Inc: $32,109
Retail $: 9.8 Bil
Pop per Station: 60,444
#1 Biller: WLVQ-F $7,000,000

12+ METRO		1/4/SHARE	SPG 88	FAL 87	SPG 87	FAL 86	4BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. WNCI-F	(CHR)	214/12.4	12.0	11.4	10.0	9.8	11.5	322/ 4275	2912/26.8	25.6	23.9	83	14.6	289	3276	WNCI-F
2. WSNY-F	(AC)	192/11.1	8.8	12.1	8.9	8.7	10.2	199/ 2676	2395/22.0	24.1	20.4	141	8.5	167	2124	WSNY-F
3. WLVQ-F	(AOR)	170/ 9.3	9.2	7.9	8.9	9.5	9.0	203/ 2711	2291/21.1	16.8	21.8	99	13.5	267	2552	WLVQ-F
4. WTVN	(MOR)	144/ 8.3	8.0	10.1	9.3	9.8	8.9	180/ 2740	2109/19.4	19.3	18.7	99	6.3	124	1588	WTVN
5. WBNS-F	(EZ)	139/ 8.1	8.6	9.2	9.8	10.9	8.9	163/ 2289	1913/17.6	18.1	18.0	72	2.3	95	1421	WBNS-F
6. WXGT-F	(CHR)	102/ 5.9	7.0	6.8	9.2	8.0	7.2	111/ 2585	2212/20.3	20.0	23.3	75	9.0	178	2258	WXGT-F
7. WMGG-F	(AOR)	86/ 5.0	6.1	5.9	4.6	4.6	5.4	100/ 1813	1612/14.8	12.6	12.5	112	6.0	118	1550	WMGG-F
8. WHOK-F	(C)	75/ 4.3	5.1	5.3	4.9	4.8	4.9	124/ 1786	1119/10.3	9.9	10.7	140	4.0	78	1018	WHOK-F
9. WVKO	(B)	70/ 4.1	4.5	2.5	2.1	2.7	3.3	57/ 799	799/ 7.3	6.7	5.9	98	5.3	104	770	WVKO
10. WCOL	(BB)	57/ 3.3	2.6	3.0	2.6	1.5	2.9	57/ 970	774/ 7.1	6.5	4.7	24	2.4	48	510	WCOL
11. WBNS	(MOR)	45/ 2.6	1.7	1.2	1.8	2.4	1.8	45/ 1278	1240/11.4	4.8	11.6	69	1.1	22	798	WBNS
12. WMNI	(C)	43/ 2.5	2.4	2.8	3.2	3.8	2.7	45/ 623	567/ 5.2	5.3	6.4	112	3.1	62	650	WMNI
13. WXLE-F	(O)	36/ 2.1	2.0	1.1	1.2	1.8	1.6	58/ 903	642/ 5.9	4.6	3.7	162	2.2	43	567	WXLE-F
14. WBBY-F	(J)	31/ 1.8	2.2	1.9	2.7	2.1	2.2	32/ 722	653/ 6.0	6.0	5.4	133	2.3	46	570	WBBY-F
WLW	(MOR)	31/ 1.8	1.7	2.6	1.6	1.2	1.9	48/ 1039	601/ 5.5	6.7	5.4	83	2.4	47	597	WLW

12+ FM SHARE (METRO): 72.36% (1102 of 1523) (FAL 87: 72.17%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WNCI-F>>	1. WLVQ-F	1. WSNY-F	1. WSNY-F>	1. WSNY-F>	1. WBNS-F	1. WTVN	1. WSNY-F	1. WNCI-F	1. WNCI-F>	1. WCOL
2. WXGT-F>>	2. WNCI-F	2. WLVQ-F	2. WNCI-F<	2. WNCI-F	2. WTVN	2. WNCI-F<	2. WNCI-F	2. WSNY-F<	2. WLVQ-F	2. WLVQ-F
3.	3. WSNY-F	3. WNCI-F>>	3. WLVQ-F>	3. WLVQ-F	3. WRFD>	3. WSNY	3. WBNS-F	3. WLVQ-F	3. WSNY-F	3. WBNS-F
4.	4. WMGG-F>	4. WMGG-F	4. WTVN	4. WTVN	4. WHOK-F	4. WLVQ-F>	4. WLVQ-F	4. WBNS-F	4. WXGT-F	4. WMGG-F
5.	5. WXGT-F	5. WTVN	5. WMGG-F	5. WHOK-F	5. WNCI-F	5. WBNS-F	5. WTVN	5. WTVN	5. WMGG-F<	WNCI-F
6.	6.	6.	6.	6.	6. WCOL	6.	6.	6.	6. WBNS-F	WTVN

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WNCI-F>>	1. WNCI-F<	1. WSNY-F>	1. WSNY-F<	1. WSNY-F	1. WLVQ-F>>	1. WLVQ-F>>	1. WLVQ-F>	1. WLVQ-F>	1. WSNY-F<
2. WSNY-F	2. WSNY-F>>	2. WNCI-F>	2. WNCI-F>>	2. WNCI-F>	2. WMGG-F	2. WMGG-F	2. WMGG-F	2. WSNY-F	2. WLVQ-F>
3. WXGT-F	3. WLVQ-F	3. WLVQ-F	3. WXGT-F	3. WTVN-F	3. WNCI-F	3. WNCI-F	3. WNCI-F	3. WMGG-F<	3. WNCI-F
4. WLVQ-F>	4. WMGG-F	4. WXGT-F	4. WLVQ-F	4. WBNS-F	4. WSNY-F	4. WSNY-F>	4. WSNY-F>>	4. WNCI-F	4. WTVN
5. WVKO	5. WMGG-F	5. WMGG-F	5. WTVN	WXGT-F	5. WXGT-F	5.	5. WXGT-F	5. WTVN	5. WHOK-F
6. WMGG-F	6. WVKO	6.	6.	6.	6. WBNS-F	6.	6. WBNS-F	6.	WMGG-F

FORMATS	AM	FM	TOTAL	%	FAL 87 %
TOP 40/CHR/CONTEMP		316 (2)	316 (2)	20.7	20.0
AOR/CLASSIC		256 (2)	256 (2)	16.8	11.4
AC/OLDIES/SOFT ROCK		240 (3)	240 (3)	15.8	16.4
MOR/VARIETY/FULL	228 (4)		228 (4)	15.0	15.7
COUNTRY	43 (1)	75 (1)	118 (2)	7.7	9.7
BLACK/URBAN	70 (1)	26 (1)	96 (2)	6.3	6.9
BTFL/EZ		139 (1)	139 (1)	9.1	12.3
NEWS/TALK					
NOSTALGIA	57 (1)		57 (1)	3.7	1.7
RELIGION/GOSPEL	23 (1)		23 (1)	1.5	1.5
SPANISH					
CLASSICAL					
JAZZ/NEW AGE		31 (1)	31 (1)	2.0	2.4
OTHERS/UNKNOWN		19 (2)	19 (2)	1.2	2.2
			1523 (21)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCKX-F	106.3	London	1.5/4.4
WCLT	1430	Newark	.5/1.0
WCLT-F	100.3	Newark	.7/2.4
WRFD	880	Worthington	1.3/4.3
WMRN-F	106.9	Marion	.6/1.3
WQIO-F	93.7	Mt. Vernon	.5/2.2

RADIO STATIONS

AM STATIONS

WBNS,	1460,	5 KW/1 KW (DA-N)	, MOR	ABC-I,	$ 41.00 (Banner)	Columbus Dispatch
WCOL,	1230,	1 KW	, NOSTALGIA	CBS, SMN,	$ 30.00 (Christal)	Great Trails
WMNI,	920,	1 KW/500 W (DA-2)	, COUNTRY	MBS,	$ 38.00 (Torbet)	
WRFD,	880,	5 KW (DAYS)	, RELIGION	CNN,	$ 20.00 (---)	Salem
WTVN,	610,	5 KW (DA-N)	, MOR/AC	ABC-E,	$115.00 (Katz)	Great American
WVKO,	1580,	1 KW/250 W (DA-2)	, BLACK	SBN,	$ 34.00 (Mc-Guild)	Saga

FM STATIONS

WBBY-F,	103.9,	2.7 KW @ 360,	JAZZ	US 2,	$ 30.00 (---)	
WBNS-F,	97.1,	26 KW @ 660,	BTFL/EZ	,	$ 71.00 (Banner)	Columbis Dispatch
WCKX-F,	106.3,	3 KW @ 328,	BLACK	NBN,	$ 29.00 (Roslin)	
WLVQ-F,	96.3,	18 KW @ 753,	AOR	Source,	$100.00 (Katz)	Great American
WMGG-F,	99.7,	50 KW @ 500,	CLASSIC ROCK	MBS,	$ 62.00 (Torbet)	
WNCI-F,	97.9,	175 KW @ 565,	CHR	ABC-C,	$109.00 (MMR)	Nationwide
WSNY-F,	94.7,	22 KW @ 753,	AC	,	$104.00 (Mc-Guild)	Saga
WXGT-F,	92.3,	18 KW @ 753,	CHR	CBS-R,	$ 70.00 (Christal)	Great Trails
WHOK-F,	95.5,	50 KW @ 215,	COUNTRY	APR,	$ 39.00 (Christal)	(LANCASTER)
WXLE-F,	103.1,	1.5 KW @ 455,	OLDIES	MBS,	$ 34.00 (K & P)	

WLW - See Cincinnati

CALLS	FORMATS	SALES

CORPUS CHRISTI

Arbitron Rank/Pop (12+): 123/290,200

MSA Rank/Pop: 128/363,900
ADI# 123
Average Person Ratings: 18.5
Market TSL: 24.5 Hours

Stations: 16/16
Diaries: 667/435:1/48.7%
Sample Target: 650
% Below Line: 0
% Not Listed: 10.2%

1988 Revenue: $7,500,000
HH/ Inc: $31,129
Retail $: 2.4 Bil
Pop per Station: 18,138
#1 Biller: KOUL-F $1,400,000

12+ METRO		1/4/SHARE	SPG 88	FAL 87	SPG 87	FAL 86	4BOOK AVG	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. KOUL-F	(C)	80/14.9	16.9	13.0	12.4	6.0	---	112/ 1218	891/30.7	30.8	23.4	116				KOUL-F
2. KZFM-F	(CHR)	78/14.5	15.1	14.5	14.5	15.4	---	117/ 1375	968/33.4	30.6	29.8	71				KZFM-F
3. KRYS A/F	(C)	58/10.8	9.4	9.8	11.2	14.1	---	91/ 1290	822/28.3	20.3	16.8	114				KRYS A/F
4. KNCN-F	(AOR)	50/ 9.3	10.5	7.5	11.6	8.9	---	64/ 754	561/19.3	18.0	18.8	118				KNCN-F
5. KUNO	(SP)	40/ 7.4	8.2	11.1	7.7	5.6	---	40/ 404	392/13.5	12.4	11.4	54				KUNO
6. KLTG-F	(AC)	35/ 6.5	3.9	3.4	7.4	10.0	---	35/ 450	407/14.0	10.8	9.7	149				KLTG-F
7. KJKC-F	(CHR)	34/ 6.3	6.2	7.5	8.1	6.2	-	35/ 59[illegible]	492/17.0	15.9	19.1	48				KJKC-F
8. KSTE-F	(AC)	24/ 4.5	1.9	3.2	4.4	7.1	---	24/ 331	302/10.4	8.5	11.2	162				KSTE-F
9. KCCT	(SP)	22/ 4.1	7.0	6.0	3.9	4.1	- -	27/ 394	323/11.1	12.0	10.5	98				KCCT
10. KEYS	(O)	19/ 3.5	5.8	3.8	1.5	4.6	---	19/ 370	328/11.3	13.0	10.1	151				KEYS
11. KSIX	(EZ)	14/ 2.6	1.4	2.4	2.7	3.7	---	18/ 286	175/ 6.0	5.0	3.6	27				KSIX
12. KDEA	(?)	11/ 2.0	2.3	2.4	.4	1.0	---	14/ 165	129/ 4.4	3.6	5.7	150				KDAE
13. KCTA	(R/G)	9/ 1.7	1.2	3.0	1.5	1.9	---	13/ 150	95/ 3.3	4.9	3.6	135				KCTA

12+ FM SHARE (METRO): 73.29% (354 of 483) (FAL 87: 64.02%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KZFM-F>>	1. KNCN-F	1. KOUL-F	1.KOUL-F>	1. KOUL-F>	1. KOUL-F	1.KOUL-F	1. KOUL-F>	1. KZFM-F	1. KZFM-F>	1. KOUL-F
2. KJKC-F>>	2. KZFM-F<	2. KNCN-F	2.KNCN-F	2. KRYS A/F	2. KUNO	2.KZFM-F	2. KRYS A/F	2. KOUL-F	2. KJKC-F	2. KRYS-F>
3.	3. KOUL-F>	KZFM-F	3.KZFM-F	3. KNCN-F	3. KRYS A/F	3.KRYS A/F>	3. KNCN-F<	3. KNCN-F	3. KUNO –	3. KUNO
4.	4. KRYS A/F	4. KRYS A/F	4.KRYS A/F<	4. KZFM-F	4.	4.KUNO	4. KZFM-F	4. KRYS A/F>	4. KOUL-F	4.
5.	5. KLTG-F	5. KLTG-F	5. KLTG-F	5. KLTG-F	5.	5. KNCN-F	5. KLTG-F	5. KLTG-F	5. KNCN-F	5.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KZFM-F>	1. KZFM-F>	1. KZFM-F	1. KOUL-F	1. KOUL-F>	1. KNCN-F	1. KNCN-F>	1. KNCN-F>	1. KNCN-F	1. KNCN-F
2. KJKC-F	2. KOUL-F	2. KOUL-F	2. KZFM-F>	2. KZFM-F	2. KOUL-F>	2. KOUL-F>	2. KOUL-F	2. KOUL-F	2. KOUL-F
3. KOUL-F	3. KRYS A/F	3. KLTG-F	3. KRYS A/F	3. KRYS A/F	3. KRYS A/F	3. KRYS A/F	3. KSTE-F	3. KRYS A/F	3. KRYS A/
KRYS A/F>	4. KLTG-F	4. KNCN-F	4. KLTG-F	4. KLTG-F	4. KZFM-F>>	4. KZFM-F	4. KLTG-F	4. KZFM-F	4. KLTG-F
5. KLTG-F	5. KNCN-F	KRYS A/F	5. KNCN-F	5.	5. KJKC-F	5. KSTE-F	5. KRYS A/F	5. KLTG-F	KSTE-F
KNCN-F	6.	6. KSTE-F	6.	6.	6.	6. KLTG-F	KZFM-F	6.	6.

FORMATS	AM	FM	TOTAL	%	FAL 87 %
TOP 40/CHR/CONTEMP		112 (2)	112 (2)	23.2	24.1
AOR/CLASSIC		50 (1)	50 (1)	10.4	8.2
AC/OLDIES/SOFT ROCK	19 (1)	59 (2)	78 (3)	16.1	11.4
MOR/VARIETY/FULL					
COUNTRY	14 (1)	129 (3)	143 (4)	29.6	25.5
BLACK/URBAN					
BTFL/EZ	14 (1)		14 (1)	2.9	
NEWS/TALK					2.3
NOSTALGIA					
RELIGION/GOSPEL	9 (1)		9 (1)	1.9	3.3
SPANISH	62 (2)	4 (1)	66 (3)	13.7	20.0
CLASSICAL					
JAZZ/NEW AGE					
OTHERS/UNKNOWN	11 (1)		11 (1)	2.3	5.1
RADIO STATIONS			483 (16)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KKHQ-F	98.3	Corpus Christi	.7/3.2
KROB-F	99.9	Robstown	.9/4.2

KCCT,	1150,	1 KW/500 W (DA-2)	, HISPANIC	,	$ 26.00	(Caballero)		Manuel Davila
KCTA,	1030,	50 KW (DAYS)	, RELIGION	APR,	$ 13.00	(---)		Bob Trask
KEYS,	1440,	1 KW (DA-N)	, OLDIES	CNN,	$ 19.00	(Banner)	Malkan	Larry Safir
KRYS,	1360,	1 KW	, COUNTRY	,	$ NA	(Durpetti)		Don Hibbits
KSIX,	1230,	1 KW	, BTFL (?)	MBS,CBS,	$ 16.00	(---)		Cann Kennedy
KUNO,	1400,	1 KW	, HISPANIC	,	$ 41.00	(Katz Hisp.)	Tichenor	Luis Munoz
KJKC-F,	105.5,	3 KW @ 300,	CHR	,	$ 25.00	(Christal)		Jon Cohen
KLTG-F,	96.5,	100 KW @ 870,	SOFT AC/EZ	,	$ 27.00	(K & P)		Steve DeWalt
WNCN-F,	101.3,	100 KW @ 402,	AOR	,	$ 40.00	(Torbet)		John Marin
KOUL-F,	103.7,	100 KW @ 960,	COUNTRY	APR,	$ 50.00	(Mc-Guild)		Bob Trask
KRYS-F,	99.1,	100 KW @ 1000,	COUNTRY	ABC-I,	$ 37.00	(Durpetti)		Don Hibbitts
KSTE-F,	93.9,	100 KW @ 940,	AC	,	$ 17.00	(Christal)		Dan Cutrer
KKHQ-F,	98.3,	3 KW @ 300,	HISPANIC	,	$ 19.00	(---)		Juan Gussoni
KZFM-F,	95.5,	41 KW @ 320,	CHR	,	$ 48.00	(Banner)	Malkan	Larry Safir

NOTES: KSTE-F solf for $2,300,000 (Marshall). KUNO: 80% sold by Tichenor for $1,200,000.

DALLAS - FORT WORTH

Arbitron Rank/Pop (12+): 8/3,111,900

MSA Rank/Pop: Dallas - 12/2,477,400
ADI #8 Fort Worth - 37/1,306,800
Average Person Ratings: 18.2
Market TSL: 24.0 Hours

Stations: 30/30
Diaries: 2332/1334:1/54.0%
Sample Target: 2200
% Below Line: 0
% Not Listed: 6.7%

1988 Revenue: $121,200,000
HH Inc.: $36,977
Retail $: 28.2 Bil
Pop per Station: 103,730
#1 Biller: KVIL A/F $19,000,000

12+ METRO		1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4 BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. KVIF A/F	(AC)	468/8.3	6.9	10.0	8.1	9.3	8.3	473/5457	5240/16.8	20.4	19.6	135	8.6	485	5030	KVIL A/F
2. KSCS-F	(C)	419/7.4	6.2	6.2	6.2	4.1	6.0	487/6106	5105/16.4	14.3	11.5	112	6.7	392	4478	KSCS-F
3. KKDA-F	(B/U)	406/7.2	6.9	8.0	8.7	8.6	7.7	463/5070	4343/14.0	11.8	11.4	69	10.0	584	5094	KKDA-F
4. KPLX-F	(C)	370/6.5	6.7	7.0	7.8	7.4	7.0	422/5229	4428/14.2	14.3	16.1	105	6.8	396	3803	KPLX-F
5. WBAP	(C)	348/6.2	6.4	6.7	5.3	5.3	6.2	548/7324	4450/14.3	15.5	12.2	92	4.4	255	2582	WBAP
6. KRLD	(N)	332/5.9	5.3	4.9	5.8	6.6	5.5	398/8025	6425/20.6	16.0	20.8	71	4.3	249	4300	KRLD
7. KHYI-F	(CHR)	284/5.0	6.3	5.3	5.6	4.9	5.6	297/5013	4686/15.1	14.8	14.0	54	7.5	439	5870	KHYI-F
8. KMEZ A/F	(EZ)	274/4.8	5.7	5.2	5.6	6.0	5.3	313/3650	3247/10.4	9.6	11.3	71	2.7	156	1952	KMEZ A/F
9. KEGL-F	(CHR)	252/4.5	4.9	5.0	5.3	6.2	4.9	329/5919	4967/16.0	16.6	16.9	60	9.3	542	6444	KEGL-F
10. KLUV-F	(AC)	194/3.4	4.8	2.9	3.3	3.6	3.6	207/3492	3136/10.1	9.2	11.0	147	3.2	184	2227	KLUV-F
11. KTXQ-F	(AOR)	190/3.4	4.3	4.0	4.6	3.7	4.1	231/4026	3524/11.3	11.2	10.7	91	6.0	350	4501	KTXQ-F
12. KLIF	(T)	187/3.3	2.8	2.3	2.0	2.2	2.6	201/2858	2657/ 8.5	5.8	5.9	121	2.0	115	1527	KLIF
13. KQZY-F	(AC)	156/2.8	2.7	3.4	3.7	3.3	3.2	169/2843	2538/ 8.2	9.0	7.9	125	1.4	80	1869	KQZY-F
14. KOJO-F	(R/G)	153/2.7	1.8	2.3	1.8	2.9	2.2	175/2201	1968/ 6.3	4.8	5.9	100	2.9	167	1947	KOJO-F
15. KZPS-F	(O)	151/2.7	2.6	3.0	2.0	1.5	2.6	160/2831	2671/ 8.6	8.4	4.9	137	2.9	167	2030	KZPS-F
16. KOAI-F	(J/NA)	146/2.6	2.3	2.5	2.7	2.8	2.5	161/2749	2490/ 8.0	7.2	8.0	142	2.3	137	1928	KOAI-F
17. KZEW-F	(AOR)	145/2.6	2.4	2.0	2.4	3.0	2.4	153/3389	2996/ 9.6	9.0	8.7	100	3.0	174	2903	KZEW-F
18. KMGC-F	(AC)	142/2.5	2.6	2.9	2.0	2.4	2.5	144/2614	2543/ 8.2	9.8	8.9	144	2.0	114	1716	KMGC-F
19. KHVN	(R/G)	106/1.9	1.7	2.0	3.2	1.6	2.2	106/1118	1118/ 3.6	3.7	2.7	68	1.1	63	685	KHVN
20. KKDA	(B)	95/1.7	1.6	.6	.4	.5	1.1	96/1183	1124/ 3.6	2.3	1.7	118	1.1	63	953	KKDA
21. KDLZ-F	(B)	92/1.6	2.4	1.5	2.1	1.6	1.9	99/1975	1824/ 5.9	4.5	4.6	131	1.2	70	1282	KDLZ-F
22. WRR-F	(CL)	78/1.4	1.3	1.0	1.6	1.2	1.3	97/1489	1220/ 3.9	3.1	4.4	107	1.5	89	1281	WRR-F
23. KAAM	(BB)	74/1.3	.9	1.7	1.1	.8	1.3	85/1041	963/ 3.1	2.8	2.4	38	.6	34	533	KAAM
24. KESS	(SP)	57/1.0	1.6	1.8	1.5	1.7	1.5	57/ 794	794/ 2.6	2.3	2.2	100	1.0	57	624	KESS
25.																

12+ FM SHARE (METRO): 74.79% (3943 OF 5272) (FAL 87: 77.78%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KKDA-F<	1. KKDA-F	1. KVIL-F+	1. KVIL-F+	1. KVIL-F+	1. WBAP	1. KVIL-F+	1. KVIL-F+	1. KVIL-F+	1. KKDA-F>	1. KKDA-F
2. KHYI-F	2. KVIL-F+	2. KSCS-F	2. KSCS-F	2. KSCS-F	2. KVIL-F+<	2. WBAP	2. KSCS-F	2. KSCS-F	2. KHYI-F	2. WBAP
3. KEGL-F>	3. KHYI-F	3. KKDA-F	3. KPLX-F	3. KPLX-F	3. KRLD	3. KSCS-F	3. KMEZ-F+	3. KKDA-F	3. KEGL-F<	3. KRLD
4. KSCS-F	4. KTXQ-F	4. KPLZ-F	4. KKDA-F	4. WBAP	4. KSCS-F	4. KRLD	KPLX-F	WBAP	4. KSCS-F	4. KSCS-F
5. KOJO-F	5. KEGL-F	5. KHYI-F<	KLUV-F	5. KKDA-F	5. KMEZ-F+<	5. KKDA-F	5. WBAP >	5. KPLX-F	5. KPLX-F	5. KMEZ-F
6.	6. KSCS-F	6. KEGL-F	6. WBAP	KLUV-F	6. KPLX-F>	6. KPLX-F	6. KRLD	6. KHYI-F	6. KRLD	6. KLIF
7.	7. KPLX-F	KTXQ-F	7. KZPS-F	7. KRLD	7. KLIF	7. WHYI-F	7. KKDA-F<	7. KRLD	7. KDLZ-F	7. KVIL-F<
8.	8. KZPS-F	8. KLUV-F	8. KMGC-F	8. KLIF	8. KLUV-F	8. KEGL-F	8. KLUV-F	8. KMEZ-F+	KVIL-F	8. KPLX-F<
9.	9.	9.	KRLD	9.	9.	9.	9.	9.	9.	9. KHYI-F
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10. KEGL-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KKDA-F<	1. KVIL-F+	1. KVIL-F+>	1. KVIL-F+>	1. KPLX-F
2. KHYI-F	2. KKDA-F>	2. KKDA-F	2. KKDA-F	2. KVIL-F+
3. KEGL-F>	3. KHYI-F	3. KOJO-F	KSCS-F	3. KKDA-F<
4. KSCS-F	4. KEGL-F	4. KMGC-F	4. KPLX-F	4. KSCS-F
5. KPLX-F	5. KPLX-F<	5. KPLX-F	5. KEGL-F	5. KLUV-F
6. KTXQ-F	6. KOJO-F<	6. KSCS-F	KHYI-F	6. KMEZ-F+
7. KOJO-F	7. KSCS-F	7.	7. KLUV-F	7. KOJO-F<
8.	8. KMGC-F	8.	8. KOJO-F<	8. KMGC-F<
9.	9.	9.	9. KMGC-F	9. KRLD
10.	10.	10.	10.	10.

MEN 18-24	MEN 18-34	MEN-25-34	MEN 18-49	MEN 25-54
1. KTXQ-F<	1. KTXQ-F	1. KZPS-F	1. KSCS-F	1. KSCS-F
2. KKDA-F	2. KKDA-F	2. KTXQ-F	2. KTXQ-F	2. WBAP <
3. KZEW-F	3. KZEW-F	3. KKDA-F	KVIL-F+	3. KVIL-F+
4. KEGL-F	4. KHYI-F	4. KVIL-F+	4. KKDA-F	4. KLIF
KHYI-F	5. KZPS-F	5. KHYI-F	5. WBAP	KRLD
6. KZRK-F<	6. KEGL-F	KRLD <	6. KZPS-F	6. KPLX-F
7. KSCS-F	7. KSCS-F	7. KLIF	7. KRLD <	KZPS-F
8.	8. KVIL-F+	8. KQZY-F	8. KPLX-F	8. KTXQ-F
9.	9.	KZEW-F	9. KLIF	9.
10.	10.	10.	10.	10.

FORMATS	AM	FM	TOTAL	%	FAL 87 %
TOP 40/CHR/CONTEMP		536 (2)	536 (2)	10.2	11.9
AOR/CLASSIC		377 (3)	377 (3)	7.1	8.0
AC/OLDIES/SOFT ROCK	52 (2)	1099 (5)	1151 (7)	21.8	22.0
MOR/VARIETY/FULL					
COUNTRY	348 (1)	789 (2)	1137 (3)	21.6	18.0
BLACK/URBAN	95 (1)	498 (2)	593 (3)	11.2	11.3
BTFL MUSIC/EZ	7 (1)	267 (1)	274 (2)	5.2	6.4
NEWS/TALK	519 (2)		519 (2)	9.8	9.3
NOSTALGIA	112 (2)		112 (2)	2.6	0.8
RELIGION/GOSPEL	106 (1)	153 (1)	259 (2)	4.9	5.5
SPANISH	90 (2)		90 (2)	1.7	2.1
CLASSICAL		78 (1)	78 (1)	1.5	1.3
JAZZ/NEW AGE		146 (1)	146 (1)	2.8	3.0
OTHERS/UNKNOWN					0.4
	1329 (12)	3943 (18)	5272 (30)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KFJZ	870	Fort Worth	.7/ .9
KLDD	570	Dallas	.7/2.7
KSSA	1600	Plano	.6/1.3
KZRK-F	94.5	Gainsville	.7/2.2

RADIO STATIONS

AM STATIONS

KAAM	1310	5 KW (DA-N)	NOSTALGIA		$ 45.00	(Durpetti)	Bonneville
KESS	1270	5 KW (DA-1)	HISPANIC		$ 51.00	(Caballero)	
KFJZ	870	500 W (DAYS,DA)	NOSTALGIA		$ 40.00	(Lotus)	
KKDA	730	500 W (DAYS)	BLACK	APR	$ NA	(Katz)	
KHVN	970	1 KW/270 W	GOSPEL	NBN	$ 49.00	(K & P)	
KLDD	570	5 KW (DA-2)	OLDIES	US 1	$ 50.00	(MMR)	Anchor
KLIF	1190	50 KW/5 KW (DA-2)	TALK	NBC	$ 82.00	(Eastman)	Susquehanna
KPBC	1040	1 KW (DAYS)	RELIGION		$ 45.00	(---)	Crawford
KRLD	1080	50 KW (DA-N)	NEWS	CBS	$190.00	(Katz)	Command
KSKY	660	10 KW/500 W (DA-N)	RELIGION		$ 25.00	(---)	Broadcast Partner
KSVZ	1540	50 KW/1 KW (DA-2)	RELIGION		$ 30.00	(---)	
KWJS	1360	5 KW/1 KW (DA-2)	RELIGION		$ 35.00	(---)	Marsh
WBAP	820	50 KW	COUNTRY	ABC-I	$185.00	(Banner)	Cap Cities/ABC

FM STATIONS

KMEZ	107.5	100 KW @ 450	BTFL/EZ	US 1	$100.00	(Mc-Guild)	Gilmore
KEGL	97.1	98 KW @ 1460	CHR	ABC-C	$160.00	(Torbet)	Sandusky
KHYI	94.9	33 KW @ 1509	CHR		$132.00	(Christal)	Statewide
KKDA	104.5	100 KW @ 1585	BLACK/URBAN	APR	$170.00	(Katz)	
KLUV	98.7	100 KW @ 1585	OLDIES	US 2	$133.00	(MMR)	TK
K???	100.3	100 KW @ 1280	URBAN		$160.00	(Mc-Guild)	Summit
KMGC	102.9	100 KW @ 1572	AC		$130.00	(Christal)	Shamrock
KOJO	94.1	100 KW @ 1585	RELIGION/CC	ABC-F	$103.00	(HNWH)	
KOAI	106.1	100 KW @ 1585	JAZZ/NEW AGE		$125.00	(HNWH)	Gannett
KPLX	99.5	100 KW @ 1680	COUNTRY	APR	$205.00	(Eastman)	Susquehanna
KQZY	105.3	100 KW @ 1560	SOFT AC		$124.00	(Group W)	Westinghouse
KSCS	96.3	100 KW @ 1680	COUNTRY		$157.00	(Banner)	Cap Cities/ABC
KTXQ	102.1	100 KW @ 1420	AOR	ABC-R	$151.00	(CBS)	CBS
KVIL	103.7	100 KW @ 1470	AC		$350.00	(Torbet)	Infinity
KZEW	97.9	100 KW @ 1680	CLASSIC ROCK	SOURCE	$143.00	(MMR)	Anchor
KZPS	92.5	100 KW @ 1685	OLDIES		$100.00	(Durpetti)	Bonneville
WRR	101.1	100 KW @ 1510	CLASSICAL		$ 75.00	(CMBS)	City of Dallas

CALL LETTER CHANGES

KMEZ-F: Changes to ????
KDLZ-F: Changes to KMEZ-F

FORMAT CHANGES

KZEW: From AOR to Classic Rock (Sept.)
K???: From EZ to Black/Urban (Dec.)
KMEZ-F: From Black/Urban to EZ (Jan.)

STATION SALES

KHVN, KDLZ-F: From Earl Graves to Gilmore for $14,000,000 (Blackburn)

FORMAT CODES

CHR	Contemporary Hit Radio, Top 40, Contemporary	T	Talk
AC	Adult Contemporary	N	News
O	Oldies (1955 to near 1988)	SP	Hispanic/Spanish
B	Black (audience predominantly Black - over 75%)	BB	Big Band, Nostalgia
U	Urban (majority of audience is non-white although a large segment is white)	M	Middle of Road (MOR), Full Service, Variety
EZ	EZ Listening, Beautiful Music	J/NA	Jazz and New Age
AOR	Album Oriented Rock, also includes Classic Rock	R	Religion, Christian, Christian Music
CL	Classical	G	Gospel
C	Country	E	Ethnic
		?	Others or Unknown

DAVENPORT - ROCK ISLAND

Arbitron Rank/Pop (12+): 144/314,500

MSA Rank/Pop: 127/366,000
ADI #80
Average Person Ratings: 16.0
Market TSL: 21.8 Hours

Stations: 16/13
Diaries: 839/362:1/63.5%
Sample Target: 720
% Below Line: 2.5%
% Not Listed: 11.4%

1988 Revenue: $8,500,000
HH/ Inc: $34,787
Retail $: 2.4 Bil
Pop per Station: 23,331
#1 Biller: WLLR-F $1,750,000

12+ METRO		1/4/SHARE	SPG 88	FAL 87	SPG 87	FAL 86	4BOOK AVG	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. WPXR-F	(CHR)	82/16.9	14.5	17.3	10.3	3.8	---	160/1962	1028/33.9	28.2	29.3	80	19.0	102	902	WPXR-F
2. WLLR-F	(C)	75/15.5	15.3	11.3	11.1	13.2	---	134/1436	771/25.4	24.3	22.0	110	16.0	86	864	WLLR-F
3. WXLP-F	(AOR)	64/13.2	16.1	9.9	8.3	11.3	---	103/1174	682/22.5	24.2	18.9	105	18.4	99	830	WXLP-F
4. KRVR-F	(EZ)	45/ 9.3	9.8	7.6	7.5	9.0	---	53/ 673	448/14.8	15.7	17.4	89	4.8	26	374	KRVR-F
5. KIIK-F	(AC)	32/ 6.6	6.6	11.7	15.2	22.0	---	63/1219	679/22.4	21.3	29.0	144	7.6	41	603	KIIK-F
6. WOC	(N/T)	30/ 6.2	8.2	11.1	9.0	9.0	---	38/ 561	472/15.6	14.3	17.6	58	7.4	40	491	WOC
7. WKBF	(C)	26/ 5.4	5.2	4.9	5.5	5.6	---	32/ 478	359/11.8	11.3	10.8	59	3.2	17	203	WKBF
8. KLIO-F	(AC)	25/ 5.2	6.2	6.8	4.7	4.8	---	60/ 686	366/12.1	15.1	15.5	152	5.6	30	348	KLIO-F
9. WKEI	(M)	11/ 2.3	1.0	.8	1.9	.8	---	14/ 134	115/ 3.8	2.6	2.4	35	.6	3	98	WKEI
10. WMRZ	(O)	10/ 2.1	2.8	2.7	1.7	3.8	---	15/ 337	275/ 9.1	7.3	8.5	190	2.4	13	217	WMRZ
11. KSTT	(O)	8/ 1.7	1.2	2.1	2.8	1.0	---	9/ 240	197/ 6.5	5.7	7.1	165	1.1	6	94	KSTT
12. KFMH-F	(AOR)	6/ 1.2	2.2	2.3	2.1	2.7	---	12/ 216	113/ 3.7	6.4	6.0	133	1.5	8	146	KFMH-F
WGN	(T)	6/ 1.2	1.6	1.9	1.9	1.7	---	27/ 530	96/ 3.2	6.0	4.9	33	2.6	14	128	WGN

12+ FM SHARE (METRO): 77.39% (332 of 429) (FAL 87: 73.00%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPXR-F>>	1. WXLP-F	1. WPXR-F	1. WLLR-F	1. WLLR-F	1. WLLR-F>>	1. WLLR-F	1. WLLR-F	1. WPXR-F	1. WPXR-F>>	1. WKBF
2. WXLP-F>>	2. WPXR-F>>	WXLP-F>	2. WXLP-F	2. WXLP-F	2. KRVR-F	2. WPXR-F	2. WXLP-F	2. WXLP-F	2. WXLP-F	WPXR-F
3.	3. KLIO-F	3. WLLR-F>	3. WPXR-F>	3. WPXR-F	3. WOC	3. WXLP-F	3. KRVR-F	3. WLLR-F>	3. WLLR-F>	3. WLLR-F
4.	4. KIIK-F	4. KIIK-F	4. KIIK-F	4. KIIK-F	4. WKBF	4. KIIK-F	4. WPXR-F	4. KRVR-F	4. KRVR-F	WXLP-F
5.	WLLR-F	5. KLIO-F	5. KLIO-F	5. KRVR-F	5. KIIK-F	5. KRVR-F<	5. WGBS-F	5. KIIK-F	5. WOC	5.
				6. KLIO-F	6. WPXR-F	6. WOC<				
						7. KIIK-F				

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WPXR-F>>	1. WPXR-F>	1. WPXR-F<	1. WPXR-F>	1. WLLR-F	1. WXLP-F>	1. WXLP-F>>	1. WXLP-F>>	1. WXLP-F>>	1. WXLP-F
2. WXLP-F	2. WXLP-F	2. WXLP-F<	2. WLLR-F	2. WPXR-F	2. WPXR-F>>	2. WPXR-F>>	2. WPXR-F>	2. WPXR-F>	2. WLLR-F>
3. KLIO-F	3. KLIO-F	3. KLIO-F	3. KIIK-F	3. KIIK-F	3.	3.	3.	3. WLLR-F>>	3. WPXR-F>
WLLR-F	WLLR-F	WLLR-F	4. WXLP-F	4. KRVR-F		4.	4.	4. KIIK-F	4. KLIO-F
5.	5. KIIK-F	5.	5. KLIO-F	5. KLIO-F	5.	5.	5.	KLIO-F	5. KIIK-F
			6. KRVR-F						6. KRVR-F

FORMATS	AM	FM	TOTAL	%	FAL 87 %
TOP 40/CHR/CONTEMP		82 (1)	82 (1)	19.1	18.8
AOR/CLASSIC		70 (2)	70 (2)	16.3	13.3
AC/OLDIES/SOFT ROCK	20 (3)	57 (2)	77 (5)	17.9	25.3
MOR/VARIETY/FULL	15 (2)		15 (2)	3.5	3.8
COUNTRY	26 (1)	75 (1)	101 (2)	23.5	18.1
BLACK/URBAN					
BTFL/EZ		45 (1)	45 (1)	10.5	8.2
NEWS/TALK	36 (2)		36 (2)	8.4	12.0
NOSTALGIA					
RELIGION/GOSPEL		3 (1)	3 (1)	0.7	0.4
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
OTHERS/UNKNOWN					
	86 (7)	329 (7)	429 (16)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KBQC-F	93.5	BETTENDORF	.6/2.0
WLS	890	CHICAGO	.4/1.5
WMT	600	CEDAR RAPIDS	.8/3.0

NOTE: 1 FM not represented here - KBQC. 1 AM not represented here - WKEI. % is of total listening.

RADIO STATIONS

KSTT,	1170, 1 KW (DA-2)	, OLDIES	Trans,	$ 17.00 (Katz)	Goodrich	
KTSS,	1580, 500 W (DAYS)	, ??	,	$ 10.00 (---)		
WKBF,	1270, 5 KW (DA-N)	, COUNTRY	CBS,	$ 21.00 (Mc-Cuild)	Roth	
WMRZ,	1230, 1 KW	, OLDIES	,	$ 18.00 (HNWH)	Sconnix	
WOC ,	1420, 5 KW (DA-2)	, NEWS/TALK	NBC-ABC-T,	$ 35.00 (Christal)		
KFMH-F,	99.7, 50 KW @ 470,	AOR	,	$ 17.00 (--)		(MUSCATINE)
KIIK-F,	103.7,100 KW @ 1200,	AC	ABC-D,	$ 40.00 (Christal)		
KLIO-F,	96.1,100 KW @ 988,	AC	ABC-D,	$ 246.00 (Eastman)	Target	
KRVR-F,	106.5 60 KW @ 190,	BTFL/EZ	,	$ 24.00 (Republic)	Comm. Service	
WPXR-F,	98.9 39 KW @ 900,	CHR	ABC-R,	$ 35.00 (Mc-Guild)	Roth	
WLLR-F,	101.3, 50 KW @ 500,	COUNTRY	,	$ 37.00 (HNWH)	Sconnix	
WXLP-F,	96.9, 50 KW @ 500,	AOR	,	$ 34.00 (Katz)	Goodrich	

NOTES: KLIO-F (Clinton) sold by Target to Arrow.

DAYTON

Arbitron Rank/Pop (12+): 46/802,200

MSA Rank/Pop: 55/935,200
ADI #49
Average Person Ratings: 15.6
Market TSL: 20.5 Hours

Stations: 22/18
Diaries: 1185/677:1/56.4%
Sample Target: 1110
% Below Line: 12.6%
% Not Listed: 10.3%

1988 Revenue: $22,700,000
HH Inc.: $33,262
Retail $: 6.4 Bil
Pop per Station: 44,567
#1 Biller: WHIO $3,500,000

12+ METRO		1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4 BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. WTUE-F	(AOR)	183/14.7	14.1	12.8	13.4	13.0	13.8	232/2630	1990/24.8	21.4	21.1	96	19.2	244	2316	WTUE-F
2. WGTZ-F	(CHR)	137/11.0	10.5	10.2	11.2	10.2	10.7	190/2918	1960/24.4	24.3	24.8	78	10.5	133	1933	WGTZ-F
3. WHIO-F	(EZ)	113/ 9.7	10.0	12.8	11.8	10.8	10.9	171/2407	1661/20.7	23.5	19.1	62	9.6	122	1558	WHIO-F
4. WWSN-F	(AC)	109/ 8.7	6.0	5.4	6.0	6.9	6.5	119/1483	1307/16.3	13.1	14.8	148	3.9	50	1070	WWSN-F
5. WHIO	(MOR)	101/ 8.1	9.2	9.7	8.5	8.5	8.9	104/1472	1328/16.6	16.7	17.8	62	7.2	92	1116	WHIO
6. WVUD-F	(AC)	70/ 5.6	6.3	3.7	4.5	2.7	5.0	81/1282	1051/13.1	10.0	9.5	145	3.7	47	665	WVUD-F
7. WYMJ-F	(CHR)	55/ 4.4	3.1	4.4	4.3	5.4	4.1	64/1287	1151/14.3	14.6	13.0	100	5.3	68	1203	WYMJ-F
8. WONE	(C)	54/ 4.3	6.0	5.9	5.4	6.7	5.4	72/1153	867/10.8	10.1	13.6	116	5.9	75	820	WONE
9. WLW	(MOR)	52/ 4.2	5.0	5.7	2.5	4.3	4.4	143/2232	829/10.3	12.3	11.7	126	3.3	42	725	WLW
10. WBVE-F	(C)	49/ 3.9	4.4	2.6	4.0	3.5	3.7	102/1516	801/10.0	7.6	7.9	100	4.2	54	1026	WBVE-F
11. WBLZ-F	(B)	46/ 3.7	4.6	4.2	3.2	4.3	2.9	55/ 943	674/ 8.4	8.4	8.0	89	6.5	83	1156	WBLZ-F
12. WING	(O)	44/ 3.5	2.3	2.4	2.3	2.5	2.1	52/ 971	821/10.2	6.4	10.2	157	2.0	26	473	WING

12+ FM SHARE (METRO): 75.54% (846 OF 1120) (FAL 87: 69.17%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WGTZ-F>>	1. WTUE-F>>	1. WTUE-F>>	1. WTUE-F	1. WTUE-F	1. WHIO-F	1. WTUE-F	1. WTUE-F	1. WTUE-F>	1. WTUE-F	1. WTUE-F
2. WTUE-F	2. WGTZ-F	2. WWSN-F	2. WWSN-F>	2. WWSN-F>	2. WHIO	2. WGTZ-F	2. WHIO-F	2. WGTZ-F	2. WGTZ-F>>	2. WHIO
3. WBLZ-F	3. WWSN-F	3. WGTZ-F>	3. WGTZ-F	3. WGTZ-F	3. WWSN-F>	3. WHIO	WWSN-F	3. WWSN-F	3. WHIO-F	3. WGTZ-F
4. WYMJ-F	4. WYMJ-F	4. WVUD-F	4. WVUD-F	4. WVUD-F>	4. WONE <	WWSN-F	4. WVUD-F	4. WHIO-F	4. WBLZ-F	WHIO-F
5.	5. WVUD-F	5. WYMJ-F	5. WING	5. WHIO-F<	5. WVUD-F	5. WHIO-F	5. WHIO	5. WHIO	5. WHIO	5. WBVE-F
				6. WINC			6. WGTZ-F			

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WTUE-F>>	1. WTUE-F>	1. WTUE-F	1. WTUE-F	1. WWSN-F>
2. WGTZ-F	2. WGTZ-F>	2. WGTZ-F	2. WWSN-F	2. WGTZ-F
3. WYMJ-F	3. WYMJ-F	WWSN-F>	3. WGTZ-F>	3. WTUE-F
4. WBLZ-F>>	4. WWSN-F	4. WYMJ-F	4. WYMJ-F	4. WVUD-F
5.	5. WBLZ-F	5. WBLZ-F	5. WVUD-F	5. WHIO-F
		WVUD-F		

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WTUE-F>>	1. WTUE-F>>	1. WTUE-F>>	1. WTUE-F>>	1. WTUE-F>>
2. WGTZ-F>	2. WGTZ-F	2. WGTZ-F	2. WGTZ-F	2. WWSN-F
3. WLW	3. WLW	3. WWSN-F	3. WWSN-F	WLW
4. WVUD-F	4. WWSN-F	4. WLW	4. WLW	4. WVUD-F
WWSN-F	5. WVUD-F	5. WVUD-F	5. WVUD-F	5. WGTZ-F
		WBVE-F		WING
		7. WYMJ-F		

FORMATS	AM	FM	TOTAL	%	FAL 87 %
TOP 40/CHR/CONTEMP		192 (2)	192 (2)	17.1	11.5
AOR/CLASSIC		188 (2)	188 (2)	16.8	14.2
AC/OLDIES/SOFT ROCK	44 (1)	198 (4)	242 (5)	21.6	20.7
MOR/VARIETY/FULL	153 (2)		153 (2)	13.7	16.3
COUNTRY	54 (1)	71 (3)	125 (4)	11.2	12.4
BLACK/URBAN	12 (1)	46 (1)	58 (2)	5.2	9.4
BTFL MUSIC/EZ		113 (1)	113 (1)	10.1	13.2
NEWS/TALK					
NOSTALGIA	3 (1)	29 (1)	32 (2)	2.9	
RELIGION/GOSPEL		9 (1)	9 (1)	0.8	1.8
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
OTHERS/UNKNOWN	8 (1)		8 (1)	0.7	0.5
	274 (7)	846 (15)	1120 (22)		

OTHER RAIED STATIONS/METRO SHARE & CUME RATING

WAZU-F	102.9	Springfield	.7/3.5
WBLY	1600	Springfield	.6/1.7
WDAO	1210	Dayton	1.0/3.9
WDJK-F	95.3	Xenia	.4/2.2
WFCJ-F	93.7	Miamisburg	.7/4.0
WKSW-F	101.7	Urbana	.7/1.6
WPFB-F	105.9	Middletown	1.0/2.2
WPTW	1570	Piqua	.2/ .9
WPTW-F	95.7	Piqua	2.3/3.8
WOFX-F	94.9	Fairfield	.8/3.5

RADIO STATIONS

WDAO, 1210,	1 KW (DAYS)	, BLACK	SBN,$ 30.00	(---)		
WHIO, 1290,	5 KW (DA-N)	, MOR	CBS,$ 70.00	(Torbet)	Cox	
WING, 1410,	5 KW (DA-N)	, OLDIES	MBS,ABC-I,$ 32.00	(Katz)	Great Trails	
WONE, 980,	5 KW (DA-N)	, COUNTRY	MBS,ABC-D,$ 50.00	(Mc-Guild)	Summit	
WHIO-F, 99.1,	50 KW @ 1060,	BTFL/EZ	,$ 80.00	(Torbet)	Cox	
WTUE-F, 104.7,	50 KW @ 780,	AOR	,$ 83.00	(Mc-Guild)	Summit	
WVUD-F, 99.9,	50 KW @ 500,	SOFT AC	CBS-R,$ 36.00	(Republic)	University of Dayton	
WWSN-F, 107.7,	50 KW @ 420,	AC	,$ 64.00	(Christal)	Stoner	
WYMJ-F, 103.9,	1.5 KW @ 528,	CHR	US 1,$ 43.00	(Banner)	Malkan	
WGTZ-F, 92.9,	40 KW @ 590,	CHR	,$ 70.00	(Katz)	Great Trails	
WFCJ-F, 93.7,	50 KW @ 492,	RELIGION	APR,$ 13.00	(Pierce)		(MIAMISBURG)
WPFB-F, 105.9,	34 KW @ 590,	COUNTRY	MBS,$ 19.00	(Roslin)		(MIDDLETOWN)

MISCELLANEOUS COMMENTS WAZU-F (Springfield) sold to Osborn for $3,700,000 (Crisler)... WYMJ reclassified as CHR...

DAYTONA BEACH

rbitron Rank/Pop (12+): 123/302,200

ISA Rank/Pop: 138/339,300
rlando ADI
verage Person Ratings: 17.4
arket TSL: 23.3 Hours

Stations: 20.7
Diaries: 626/483:1/47.2%
Sample Target: 630
% Below Line: 60.0%
% Not Listed: 9.1%

1988 Revenue: $ NA
HH/ Inc: $ NA
Retail $: NA
Pop per Station: 43,171
#1 Biller: NA

12+ METRO		1/4/SHARE	SPG 88	FAL 87	SPG 87	FAL 86	4BOOK AVG	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. WWLV-F	(EZ)	73/13.9	12.0	16.6	15.5	14.8	---	76/ 732	680/22.5	19.9	26.4	34				WWLV-F
2. WWKA-F	(C)	59/11.2	11.2	10.7	13.3	9.2	---	63/ 671	636/21.0	19.8	17.1	126				WWKA-F
3. WJHM-7	(B/U)	48/ 9.1	8.7	2.8	2.9	3.4	---	49/ 503	481/15.9	12.6	9.1	88				WJHM-F
4. WOCL-F	(O)	39/ 7.4	8.3	4.8	4.0	3.6	---	42/ 480	441/14.6	12.1	10.6	228				WOCL-F
5. WROD	(BB)	37/ 7.0	3.5	5.3	7.2	7.2	---	37/ 329	329/10.9	7.2	10.4	20				WROD
6. WBJW-F	(CHR)	35/ 6.6	5.1	10.3	7.4	6.0	---	37/ 570	543/18.0	14.4	22.2	114				WBJW-F
7. WDIZ-F	(AOR)	30/ 5.7	6.9	5.9	7.9	7.2	---	31/ 411	393/13.0	14.6	12.0	116				WDIZ-F
8. WJYO-F	(AC)	28/ 5.3	6.7	3.7	5.4	4.0	---	29/ 354	337/11.2	12.4	10.6	160				WJYO-F
9. WNFI-F	(CHR)	24/ 4.6	7.5	9.0	4.3	7.6	---	29/ 526	453/15.0	16.3	20.2	102				WNFI-F
10. WNDB	(T)	22/ 4.2	3.1	2.4	4.0	4.3	---	23/ 279	277/ 9.2	9.6	7.2	45				WNDB
WSSP-F	(EZ)	22/ 4.2	3.5	7.0	3.6	4.7	---	22/ 296	291/ 9.6	7.2	12.9	33				WSSP-F

12+ FM SHARE (METRO): 83.92% (402 of 479) (FAL 87: 83.45%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WBJW-F	1. WBJW A/F	1. WOCL-F	1. WOCL-F>	1. WOCL-F	1. WWLV-F	1. WWLV-F	1. WWLV-F	1. WWLV-F	1. WJHM-F>	1. WJHM-F
WJHM-F>>	2. WDIZ-F	2. WWKA-F	2. WWKA-F	2. WWKA-F>	2. WWKA-F	2. WWKA-F	2. WWKA-F>	2. WWKA-F	2. WWLV-F	2. WWLV-F
3. WNFI-F	3. WJHM-F	3. WJHM-F	3. WJHM-F	3. WJYO-F	3. WROD>	3. WJHM-F	3. WOCL-F	3. WJHM-F	3. WNFI-F	3. WROD
WHTQ-F	4. WNFI-F	4. WBJW-F	WJYO-F	4. WJHM-F	4.	4. WNDB-F	4. WROD	4. WOCL-F	4. WBJW-F	4. WOCL-F
5.	WOCL-F	5. WDIZ-F	5.	5. WBJW A/F	5.	5. WBJW-F	5.	5.	5. WOCL-F	WWKA-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WJHM-F	1. WBJW A/F	1. WBJW A/F	1. WBJW-F	1. WWKA-F	1. WDIZ-F>	1. WDIZ-F	1. WOCL-F>	1. WOCL-F	1. WOCL-F>
2. WNFI-F	2. WNFI-F	WOCL-F	WJHM-F	2. WOCL-F	2. WHTQ-F	2. WOCL-F	2. WBJW A/F	2. WDIZ-F>	3. WWKA-F
WBJW A/F	WJHM-F>	WSTF-F	WWKA-F	3. WJYO-F	3. WNFI-F	3. WBJW-F	WDIZ-F	3. WWKA-F	3. WDIZ-F
4. WJYO-F	4.	WWKA-F	4. WOCL-F	4. WBJW-F	WBJW A/F	4. WJHM-F	4. WJHM-F	4. WJHM-F	4. WSTF-F
5. WDIZ-F	5.	5. WNIF-F	5. WJYO-F	5.	WJHM-F	5. WHTQ-F	WSTF-F	5. WSTF-F	5. WJHM-F
WHTQ-F						WWJA-F	WWKA-F		

FORMATS	AM	FM	TOTAL	%	FAL 87 %
TOP 40/CHR/CONTEMP		65 (3)	65 (3)	13.6	24.5
AOR/CLASSIC		44 (2)	44 (2)	9.2	12.0
AC/OLDIES/SOFT ROCK		86 (3)	86 (3)	18.0	11.0
MOR/VARIETY/FULL	6 (1)		6 (1)	1.3	1.9
COUNTRY	2 (1)	59 (1)	61 (2)	12.7	13.2
BLACK/URBAN		48 (1)	48 (1)	10.0	
BTFL/EZ		95 (2)	95 (2)	19.8	25.9
NEWS/TALK	27 (2)		27 (2)	5.6	3.6
NOSTALGIA	40 (2)		40 (2)	8.4	6.5
RELIGION/GOSPEL					1.4
SPANISH					
CLASSICAL					
JAZZ/NEW AGE		5 (1)	5 (1)	1.0	
OTHERS/UNKNOWN	2 (1)		2 (1)	0.4	
RADIO STATIONS			479 (20)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WELE	1380	Ormond Beach	.4/ 1.5
WPUL	1590	S. Daytona	.4/ 2.2
WSBB	1230	New Smyra Beach	.6/ 3.0
WDBO	580	Orlando	1.1/ 3.2
WHLY-F	106.7	Lusburg	1.1/ 5.1
WHTQ-F	96.5	Orlando	2.7/ 9.8
WLOQ-F	103.1	Winter Park	.9/ 3.0
WSTF-F	101.1	Cocoa Beach	3.6/13.5
WWNZ	740	Orlando	.9/ 2.7

WMFJ, 1450, 1 KW, RELIGION, $ 12.00 (---) Jim Palmer
WNDB, 1150, 1 KW (DA-N), TALK CBS,ABC-T, $ 21.00 (---) Root Copeland Guice
WROD, 1340, 1 KW, NOSTALGIA US 2,ABC-I, $ 19.00 (K & P) Anthony Welch

WWLV-F, 94.5, 100 KW @ 472, BTFL/EZ, $ 48.00 (Eastman) Root Copeland Guice
WNFI-F, 99.9, 100 KW @ 1249, CHR, $ 68.00 (Katz) Heritage (Polacek) Jim Davis (PALATKA)

Other ranked stations - See Orlando

NOTES: WZIP sold for $250,000 (Chapman). WZIP changes calls to WPUL.

DENVER

Arbitron Rank/Pop (12+): 24/1,582,800

MSA Rank/Pop: 27/1,664,300
ADI #19
Average Person Ratings: 17.7
Market TSL: 23.0 Hours

Stations: 31/31
Diaries: 1474/1074:1/52.6%
Sample Target: 1490
% Below Line: 0
% Not Listed: 10.8%

1988 Revenue: $63,800,000
HH/ Inc: $36,329
Retail $: 14.6 Bil
Pop per Station: 51,058
#1 Biller: KOA $8,500,000

12+ METRO		1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. KBCO A/F	AOR)	233/8.3	8.8	5.9	8.1	7.2	7.8	263/ 2877	2460/15.4	13.2	14.6	140	6.9	199	2254	KBCO A/F
2. KOA	(N/T)	223/7.9	5.9	6.6	6.9	7.4	6.8	308/ 5016	3674/23.1	17.9	22.0	86	6.9	212	4381	KOA
3. KOSI-F	(EZ)	204/7.2	6.8	7.2	6.6	7.8	7.0	225/ 2653	2284/14.3	14.9	15.2	78	4.4	134	1699	KOSI-F
4. KXKL-F	(EZ)	179/6.3	7.1	6.9	4.5	4.8	6.2	233/ 3308	2460/15.4	12.9	10.3	143	7.8	238	2482	KXKL-F
5. KRXY A/F	(CHR)	164/5.8	7.1	8.0	6.9	7.6	7.0	169/ 3137	2895/18.2	19.6	18.8	64	10.7	319	3784	KRXY A/F
6. KAZY-F	(AOR)	163/5.8	6.5	6.0	6.3	5.8	6.2	199/ 2803	2345/14.7	12.3	12.6	90	6.5	198	2252	KAZY-F
7. KBPI-F	(AOR)	146/5.2	6.0	6.2	7.7	5.2	6.3	171/ 2996	2544/16.0	14.9	15.7	71	8.3	252	2812	KBPI-F
8. KYGO-F	(C)	142/5.0	4.2	5.9	5.5	5.8	5.2	186/ 2337	1836/11.5	12.5	11.4	104	4.1	126	1532	KTGO-F
9. KGKS-F	(CHR)	135/4.8	4.7	3.5	2.9	1.7	4.0	162/ 2420	1999/12.6	11.3	6.5	35	5.2	160	2445	KQKS-F
10. KMJI-F	(AC)	125/4.4	4.2	5.7	5.4	4.4	4.9	137/ 2182	1924/12.1	12.8	12.5	136	3.8	116	1257	KMJI-F
11. KVOD-F	(CL)	90/3.2	3.5	2.2	3.2	3.0	3.0	132/ 1619	1408/ 8.8	5.5	7.5	106	3.8	117	1201	KVOD-F
12. KHIH-F	(J/NA)	89/3.2	1.8	2.2	1.8	2.5	2.3	92/ 1319	1269/ 8.0	6.7	6.7	147	1.6	49	667	KHIH-F
13. KHOW	(MOR)	77/2.7	3.0	2.7	2.5	3.4	2.7	101/ 1784	1408/ 8.8	7.2	9.7	111	2.8	85	1398	KHOW
14. KOAQ-F	(AC)	76/2.7	4.1	3.6	4.1	3.1	3.6	106/ 2453	1932/12.1	13.2	11.1	133	4.1	126	1651	KOAQ-F
15. KLZ	(C)	69/2.4	2.8	3.3	3.6	3.5	3.0	133/ 1658	1008/ 6.3	6.8	7.2	88	2.3	70	1048	KLZ
16. KEZW	(BB)	54/1.9	2.0	2.0	2.6	2.1	2.1	57/ 806	752/ 4.7	4.1	5.7	21	1.8	55	560	KEZW
17. KSYY-F	(AC)	52/1.8	1.7	2.9	2.8	3.3	3.1	60/ 932	800/ 5.0	7.0	8.0	156	1.8	56	907	KSYY-F
18. KYGO	(C)	49/1.7	1.0	1.1	1.9	2.7	1.4	61/ 832	550/ 3.5	5.5	8.0	106	.6	19	409	KYGO
19. KTCL-F	(AOR)	44/1.6	1.2	1.4	.8	1.3	1.3	59/ 855	578/ 3.6	3.6	2.7	81	1.1	35	433	KTCL-F
20. KDKO	(B)	33/1.2	1.1	1.7	.9	.9	1.2	33/ 415	415/ 2.6	4.1	2.7	75	1.7	52	740	KDKO
21.																
22.																
23.																
24.																
25.																

12+ FM SHARE (METRO): 73.88 (1858 of 2515) (FAL 87: 70.55%)

TEENS	18-24	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1.KQKS-F	1.KBCO A/F>	1.KBCO A/F>	1. KBCO A/F>	1. KBCO A/F	1. KOA<	1. KOA	1. KOSI-F	1. KBCO A/F	1. KQKS-F	1. KOA>
KRXY AF>>	2.KAZY-F	2.KXKL-F	2. KXKL-F>	2. KXKL-F	2. KOSI-F>>	2. KBCO A/F	2. KBCO A/F	2. KXKL-F	2. KOA	2. KXKL
3.	3.KBPI-F	3.KAZY-F	3 KMJI-F<	3. KOA	3. KYGO-F	3. KOSI-F	3. KOA	3. KAZY-F	3. KRXY-F	3. KBCO-F
4.	4.KXKL-F	4.KBPI-F	4. KOA	4. KMJI-F	4. KVOD-F	4. KRXY A/F	KXKL-F	4. KOSI-F<	4. KAZY-F	4. KOSI-F
5.	5.KRXY A/F	5.KMJI-F	5. KAZY-F	5. KOSI-F	KXKL-F	5. KXKL-F	5. KAZY-F<	5. KRXY A/F<	5. KBPI-F<	5. KHOW
6.	6.KMJI-F	6.KRXY A/F<	6. KYGO A/F	6. KAZY-F	6. KHOW	6. KHOW	6. KMJI-F	6. KMJI-F	6. KYGO-F	6. KBPI-F
7.	7.KQKS-F	7. KOA	7. KHIH-F	KYGO A/F	7. KLZ<	7.	7. KBPI-F	7. KQKS-F<	7. KXKL-F	7. KLZ
8.	8.	8.	8.	8. KHIH-F	8. KBCO A/F	8.	8.	8. KOA<	8. KBCO-F	8.
9.	9.	9.	9.	9.	KEZW	9.	9.	9. KYGO	9.	9.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1.KQKS-F>	1. KBCO A/F>	1.KBCO A/F>>	1. KBCO A/F	1. KBCO A/F
2.KRXY A/F>	1. KRXY A/F	2.KXKL-F	2. KMJI-F<	2. KXKL-F
3.KBPI-F	3. KMJI-F<	3.KMJI-F	3. KXKL-F	3. KMJI-F
4.KMJI-F	4. KQKS-F	4.KHIH-F	4. KRXY A/F	4. KOSI-F
KTCL-F	5. KXKL-F	5.KRXY A/F	5. KQKS-F	5. KHIH-F
6.KAZY-F>	6. KBPI-F	6.KAZY-F	6. KBPI-F<	6. KYGO-F
7.KOAQ-F	7. KAZY-F	7.KOAQ-F	7. KHIH-F<	7. KOA>
KXKL-F	8.	8.	8. KAZY-F	8.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KAZY-F	1. KBCO A/F<	1. KBCO A/F>	1. KBCO A/F	1.KBCO A/F
KBPI-F>>	2. KAZY-F>	2. KAZY-F	2. KAZY-F	2.KXKL-F
3. KBCO A/F	3. KBPI-F	3. KXKL-F>>	3. KXKL-F	3.KOA
4. KOAQ-F	4. KXKL-F>	4. KOAQ-F	4. KBPI-F	4.KAZY-F
KRXY A/F>>	5. KRXY A/F	5. KMGI-F	5. KYGO-F<	5.KYGO-F
6. KTCL-F	6. KRXY-F	6. KBPI-F	6. KOA>	6.KOSI-F
KXKL-F	7. KOAQ-F	7. KRXY A/F	7. KRXY A/F	7.KBPI-F
8.	8.	8.	8. KRXY-F	8.

FORMATS	AM	FM	TOTAL	%	FAL 87 %
TOP 40/CHR/CONTEMP	5 (1)	294 (2)	299 (3)	11.9	10.2
AOR/CLASSIC	33 (3)	607 (5)	640 (8)	25.4	21.8
AC/OLDIES/SOFT ROCK	38 (2)	432 (4)	470 (6)	18.7	24.6
MOR/VARIETY/FULL	77 (1)		77 (1)	3.1	3.7
COUNTRY	118 (2)	142 (1)	260 (3)	10.3	10.2
BLACK/URBAN	33 (1)		33 (1)	1.3	1.0
BTFL/EZ		204 (1)	204 (1)	8.1	8.5
NEWS/TALK	248 (2)		248 (2)	9.9	12.2
NOSTALGIA	54 (1)		54 (1)	2.1	2.3
RELIGION/GOSPEL	19 (1)		19 (1)	0.8	1.2
SPANISH	8 (1)		8 (1)	0.3	
CLASSICAL		90 (1)	90 (1)	3.6	3.3
JAZZ/NEW AGE		89 (1)	89 (1)	3.5	1.1
OTHERS/UNKNOWN	24 (1)		24 (1)	1.0	
			2515 (31)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KBNO	1220	Denver	.3/1.4
KDEN	1340	Denver	.9/4.1
KDZR	1390	Denver	.6/1.3
KRKS	990	Denver	.7/1.4
KRZN	1150	Englewood	.8/3.1
KXKL	1280	Denver	.5/2.1
KYBG	1090	Aurora	.9/3.8
KZRZ-F	92.1	Castle Rock	.9/2.5

RADIO STATIONS

AM STATIONS

KBNO,	1220,	1 KW	, HISPANIC	,	$ 30.00	(Lotus)	
KDEN,	1340,	1 KW	, TALK	MBS,ABC-E,	$ 35.00	(Savalli)	
KDKO,	1510,	10 KW/1 KW (DA-1),	BLACK	,	$ 42.00	(HNWH)	
KEZW,	1430,	5 KW (DA-N)	, NOSTALGIA	SMN,	$ 46.00	(Interep)	Westinghouse
KHOW,	630,	5 KW (DA-N)	, MOR	MBS,	$ 88.00	(Republic)	Command
KLZ ,	560,	5 KW (DA-1)	, COUNTRY	ABC-I,	$ 70.00	(Mc-Guild)	Summit
KBPI,	710,	5 KW (DA-N)	, AOR	NBC,	$ 65.00	(Durpetti)	Sandusky
KOA ,	850,	50 KW	, NEWS/TALK	CBS,ABC-I,	$125.00	(Eastman)	Jacor
KQXI,	1550,	10 KW (DAYS)	, RELIGION	,	$ 15.00	(---)	Mid America
KRKS,	990,	5 KW/390 W(DA-N),	RELIGION	,	$ 12.00	(---)	
KRZN,	1150,	5 KW/1 KW (DA-2),	OLDIES	,	$ 37.00	(Christal)	Genesis
KLSC,	1090,	50 KW/500 w(DA-2),	??	,	$ 30.00	(---)	Century
KXKL,	1280,	5 KW (DA-2)	, OLDIES	MBS,	$ NA	(Durpetti)	Shamrock
KYGO,	950,	5 KW (DA-N)	, COUNTRY	US 1,	$ NA	(CBS)	Jeff-Pilot

FM STATIONS

KAZY,	106.7,	100 KW @ 987,	AOR	ABC-R,	$ 88.00	(Mc-Guild)	Summit	
KBCO,	97.3,	100 KW @ 1541,	AOR	,	$169.00	(MMR)	Noble	(BOULDER)
KBPI,	105.9,	100 KW @ 900,	AOR	Source,	$105.00	(Durpetti)	Sandusky	
KHIH,	94.7,	100 KW @ 500,	JAZZ/NEW AGE	,	$ 57.00	(HNWH)	Adams	(BOULDER)
KMJI,	100.3,	100 KW @ 500,	AC	,	$110.00	(Christal)	Genesis	
KOAQ,	103.5,	100 KW @ 1061,	AC	ABC-E,	$ 83.00	(Eastman)	Jacor	
KOST,	101.1,	100 KW @ 790,	BTFL/EZ	,	$109.00	(Group W)	Westinghouse	
KQKS,	104.3,	100 KW @ 980,	CHR	,	$ 50.00	(HNWH)	Western Cities	(LONGMONT)
KRXY,	107.5,	100 KW @ 670,	CHR	ABC-F,	$107.00	(Katz)	Cap Cities/ABC	
KSYY,	95.7,	100 KW @ 725,	SOFT AC	MBS,Trans,	$ 81.00	(Republic)	Command	
KVOD,	99.5,	100 KW @ 380,	CLASSICAL	,	$ 89.00	(Katz)	Henry	
KXKL,	105.1,	100 KW @ 1200,	OLDIES	MBS,	$ 78.00	(Durpetti)	Shamrock	
KYGO,	98.5,	100 KW @ 720,	COUNTRY	,	$ 94.00	(CBS)	Jeff-Pilot	
KZRZ,	92.1,	720 W @ 620,	AOR	APR,	$ 36.00	(Banner)	Century	(CASTLE ROCK)

CALL LETTER CHANGES

KNUS changes to KBPI-AM
KADX changes to KZRZ-F

FORMAT CHANGES

KZRZ: From JAZZ to Z ROCK (Nov)
KBPI-AM: From NEWS/TALK TO AOR (simulcast) (Sept)
KOAQ-F: From AC to OLDIES (Jan.)

SALES

KDKO,KHIH-F (Denver/Boulder): From SRO to Adams for $5,950,000 (Fischer)
KEZW, KOSI-F: Sold by Westinghouse for $15,500,000 (Americom)
KDKO: Sold by Adams for $900,000 (Fischer)
KBPI: Sold by Sandusky for $2,000,000

DES MOINES

Arbitron Rank/Pop (12+): 110/318,300

MSA Rank/Pop: 122/384,100
ADI# 67
Average Person Ratings: 16.5
Market TSL: 21.5 Hours

Stations: 14/14
Diaries: 763/417:1/54.5%
Sample Target: 710
% Below Line: 0
% Not Listed: 7.3%

1988 Revenue: $12,400,000
HH/ Inc: $33,588
Retail $: 2.9 Bil
Pop per Station: 22,736
#1 Biller: WHO $3,100,000

12+ METRO		1/4/SHARE	SPG 88	FAL 87	SPG 87	FAL 86	4BOOK AVG	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. KGGO-F	(AOR)	78/14.9	21.5	16.4	19.8	20.7	---	128/ 1681	857/26.9	28.7	28.9	92	22.2	120	1109	KGGO-F
2. WHO	(MOR)	58/11.1	10.0	11.5	8.3	10.2	---	211/ 2799	824/25.9	21.1	24.8	67	9.3	50	855	WHO
KRNQ-F	(CHR)	58/11.1	10.0	10.4	8.3	10.8	---	136/ 1907	942/29.6	25.8	27.1	95	13.5	73	1004	KRNQ-F
4. KLYF-F	(AC)	46/ 8.8	12.4	8.0	10.6	7.5	---	83/ 1129	588/18.5	19.8	18.4	156	7.4	40	586	KLYF-F
5. KIOA	(AC)	45/ 8.6	4.6	5.5	7.1	5.4	---	57/ 929	573/18.0	14.1	13.8	127	5.9	32	397	KIOA
6. KJJY-F	(C)	44/ 8.4	5.4	5.9	5.2	5.4	---	58/ 794	511/16.1	12.8	11.4	126	6.9	37	556	KJJY-F
7. KSO	(C)	36/ 6.9	6.1	8.6	8.3	10.2	---	48/ 559	320/10.1	11.7	14.3	81	3.9	21	392	KSO
8. KDMG-F	(O)	32/ 6.1	1.1	5.1	3.7	3.9	---	52/ 803	503/15.8	4.6	10.6	144	5.9	32	399	KDMG-F
9. KRNT	(MOR)	28/ 5.3	6.1	4.7	4.4	4.8	---	35/ 674	439/13.8	12.8	12.6	53	4.4	24	424	KRNT
10. KDWZ-F	(CHR)	25/ 4.8	5.7	7.2	6.9	3.7	---	31/ 785	524/16.5	13.0	16.3	81	7.2	39	512	KDWZ-F
11. KEZT-F	(EZ)	21/ 4.0	4.3	2.9	2.9	1.5	---	60/ 601	270/ 8.5	8.3	7.2	88	2.6	14	174	KEZT-F

12+ FM SHARE (METRO): 62.55% (304 of 486) (FAL 87: 61.77%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KRNQ-F>>	1. KGGO-F>>	1. KGGO-F>	1. KGGO-F	1. KGGO-F	1. WHO	1. KGGO-F<	1. KGGO-F	1. KGGO-F	1. KGGO-F	1. KGGO-F>
2. KGGO-F	2. KRNQ-F	2. KLYF-F	2. KLYF-F	KLYF-F	2. KJJY-F	2. WHO	2. KLYF-F	2. KRNQ-F>	2. WHO	2. KRNT
3. KDWZ-F	3. KDMG-F	KRNQ-F	3. KIOA	3. KIOA<	KSO	3. KRNQ-F	3. KIOA	3. KLYF-F<	3. KRNQ-F>	WHO
4.	4. KLYF-F	4. KIOA	4 KDMG-F	4. KJJY-F	4. KRNT	4. KLYF-F	4. KRNQ-F	4. KJJY-F	4. KDMG-F	4. KRNQ-F
5.	5. KIOA	5. KDMG-F	5. KJJY-F	KRNQ-F	5. KIOA	5. KIOA	5. WHO	5. KIOA	5.	5.
6.	6.	6.	6.	6.	6. KLYF-F	6.	6.	6.	6.	6.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KGGO-F>	1. KGGO-F>	1. KGGO-F>	1. KRNQ-F	1. KLYF-F	1. KGGO-F>>	1. KGGO-F>>	1. KGGO-F>	1. KGGO-F>>	1. KGGO-F
2. KRNQ-F>>	2. KRNQ-F>	2. KRNQ-F	2. KGGO-F	2. KRNQ-F	2. KIOA>	2. KDMG-F	2. KDMG-F	2. KIOA	2. KIOA
3. KDWZ-F	3. KLYF-F	3. KLYF-F	3. KLYF-F>>	3. KGGO-F	3. KDWZ-F	KIOA	3. KRNQ-F	3. KDMG-F	KJJY-F
4. KLYF-F	4. KDMG-F	4. KDMG-F>	4. KDWZ-F	4. KIOA	KRNQ-F	4. KRNQ-F	4. KIOA	4. KJJY-F	4. KLYF-F
5. KDMG-F	KDWZ-F	5 KDWZ-F	5. KIOA	5. KJJY-F	5. KDMG-F	5.	5. KJJY-F	KLYF-F	5. KDMG-F
				KSO			KLYF-F		

FORMATS	AM	FM	TOTAL	%	FAL 87 %
TOP 40/CHR/CONTEMP		83 (2)	83 (2)	17.1	19.4
AOR/CLASSIC		78 (1)	78 (1)	16.0	18.1
AC/OLDIES/SOFT ROCK	45 (1)	78 (2)	123 (3)	25.3	20.5
MOR/VARIETY/FULL	86 (2)		86 (2)	17.7	5.2
COUNTRY	46 (3)	44 (1)	90 (4)	18.5	16.0
BLACK/URBAN					
BTFL/EZ		21 (1)	21 (1)	4.3	3.2
NEWS/TALK					12.7
NOSTALGIA					3.9
RELIGION/GOSPEL	5 (1)		5 (1)	1.0	
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
OTHERS/UNKNOWN					0.9
			486 (14)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KDLS	1310	Perry	.8/1.5
KJJY	1390	Des Moines	1.1/3.7
KWKY	1150	Des Moines	1.0/3.9

RADIO STATIONS

KIOA,	940,	10 KW/5 KW (DA-2)	, AC	ABC-E, $ 40.00*	(Banner)	Midwest	
KJJY,	1390,	1 KW (DA-1)	, COUNTRY	SMN, $ 17.00*	(Mc-Guild)	Fuller-Jeffrey	
KRNT,	1350,	5 KW (DA-N)	, MOR	CBS, $ 31.00*	(Katz)	Stauffer	
KSO ,	1460,	5 KW (DA-N)	, COUNTRY	ABC-I, $ 44.00*	(Eastman)	Stoner	
WHO ,	1040,	50 KW	, NEWS/VARIETY	NBC, $ 62.00*	(Christal)	Palmer	
KDMI-F,	97.3,	115 KW @ 500,	RELIGION	MBS, $ 6.00	(---)		
KDWZ-F,	93.3,	100 KW @ 1063,	CHR	, $ 35.00*	(Banner)	Midwest	
KEZT-F,	104.1,	100 KW @ 1026,	BTFL/EZ	, $ 20.00	(---)		(AMES)
KDMG-F,	103.3,	100 KW @ 745,	OLDIES	, $ 21.00*	(K & P)		(PELLA)
KGGO-F,	94.9,	100 KW @ 1066,	AOR	Source, $ 64.00*	(Eastman)	Stoner	
KJJY-F,	106.3,	3 KW @ 300,	COUNTRY	, $ 30.00*	(Mc-Guild)	Fuller-Jeffrey	(ANKENY)
KLYF-F,	100.3,	100 KW @ 1700,	SOFT AC	US 2, $ 40.00*	(Christal)	Palmer	
KRNQ-F,	102.5,	100 KW @ 1248,	CHR	ABC-F, $ 40.00*	(Katz)	Stauffer	

NOTES: KFMD changes calls to KDMG and format from AC to OLDIES (Aug).
KMRY changes to KJJY and largely simulcasts with KJJY-F (Sept).

DETROIT

Arbitron Rank/Pop (12+): 6/3,570,000

MSA Rank/Pop: 5/4,346,200
ADI #7
Average Person Ratings: 17.5
Market TSL: 23.0 Hours

Stations: 31/28
Diaries: 2384/1497:1/51.5%
Sample Target: 2310
% Below Line: 1.2%
% Not Listed: 8.7%

1988 Revenue: $103,000,000
HH/ Inc: $35,744
Retail $: 37.9 Bil
Pop per Station: 127,500
#1 Biller: WJR: $20,000,000

12+ METRO		1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. WJR	(MOR)	558/9.0	12.4	10.6	10.0	10.8	10.5	784/11457	8359/23.4	24.1	25.8	82	8.2	568	6998	WKR
2. WJLB-F	(B)	439/7.0	7.8	7.9	8.5	8.6	7.8	447/ 5288	5081/14.2	14.2	15.0	86	15.0	715	6411	WJLB-F
3. WDFX-F	(CHR)	337/5.4	3.1	3.4	2.8	2.4	3.7	339/ 5592	5264/14.7	12.7	10.4	58	6.5	452	4768	WDFX-F
4. WWJ	(CHR)	337/5.4	4.9	4.3	4.7	4.9	4.8	332/ 5652	5215/14.6	15.5	15.6	65	3.1	211	3234	WWJ
5. WNIC-F	(AC)	303/4.9	4.8	3.9	3.6	4.1	4.3	331/ 5381	4659/13.3	13.2	13.9	124	4.6	316	3697	WNIC-F
6. WWWW-F	(C)	292/4.7	4.5	4.1	4.0	4.1	4.3	302/ 4396	4188/11.7	9.9	9.4	126	4.5	312	2926	WWWW-F
7. WJOI-F	(EZ)	290/4.7	5.1	5.8	5.9	6.2	5.4	309/ 3982	3732.10.5	12.5	12.9	79	3.2	220	3584	WJOI-F
8. WCZY-F	(CHR)	274/4.4	4.0	4.6	5.5	4.3	4.6	296/ 6357	5866/16.4	18.1	17.4	120	4.6	319	4917	WCZY-F
9. WOMC-F	(AOR)	210/3.4	3.2	2.6	2.9	4.0	3.3	281/ 4255	4045/11.3	7.8	10.4	145	3.2	218	2297	WOMC-F
10. WLLZ-F	(AOR)	235/3.8	3.8	4.9	4.6	4.5	4.3	254/ 5463	4717/13.2	13.6	14.1	76	6.7	463	4973	WLLZ-F
11. WRIF-F	(AOR)	226/3.6	3.0	3.4	3.4	3.9	3.5	257/ 5795	4713/13.2	13.6	15.2	119	4.9	339	4981	WRIF-F
12. WKSG-F	(O)	213/3.4	3.1	2.0	1.9	2.3	2.6	214/ 2912	2881/ 8.1	6.6	6.8	147	2.4	168	1967	WKSG-F
13. WHYT-F	(CHR)	210/3.4	5.3	4.6	4.9	4.7	4.6	241/ 6292	5491/15.4	18.0	17.6	88	5.0–	346	6889	WHYT-F
WCSX-F	(AOR)	210/3.4	3.0	3.3	4.7	3.7	3.6	231/ 4490	4039/11.3	10.6	13.1	147	3.6	248	3326	WCSX-F
15. CKLW	(BB)	203/3.3	3.2	4.6	3.6	3.2	3.7	250/ 3806	3176/ 8.9	9.0	7.8	45	2.4	168	1940	CKLW
16. WXYT	(T)	196/3.1	3.2	3.2	3.1	4.0	3.2	203/ 2690	2589/ 7.3	7.3	8.1	61	2.7	184	2067	WXYT
17. WLTI-F	(AC)	159/2.6	2.5	2.6	2.8	3.3	2.6	161/ 2852	2780/ 7.8	6.7	8.1	142	1.9	130	1939	WLTI-F
18. CKMR-F	(O)	132/2.1	1.5	.9	1.0	1.2	1.4	146/ 2424	2164/ 6.1	4.1	4.9	157	1.4	99	1578	CKMR-F
19. WJZZ-F	(J)	107/1.7	1.7	2.1	1.5	2.1	1.8	113/ 2467	2239/ 6.3	7.0	6.3	129	2.0	139	1680	WJZZ-F
20. WQRS-F	(CL)	92/1.5	1.2	1.5	1.9	1.5	1.5	99/ 1871	1725/ 4.8	4.3	5.1	107	1.1	76	1240	WQRS-F
21. WCXI	(C)	82/1.3	1.3	1.8	1.3	1.3	1.4	92/ 1700	1552/ 4.3	5.3	4.0	69	1.2	83	985	WCXI
22. WMTG	(O)	81/1.3	.9	1.1	1.6	1.1	1.2	82/ 1009	1002/ 2.8	2.6	2.5	123	.9	60	801	WMTG
23. WVAE-F	(J/NA)	79/1.3	1.1	1.6	2.0	.6	1.5	80/ 1522	1444/ 4.0	5.7	2.2	131	1.9	134	1576	WVAE-F
24. WCHB	(B)	70/1.1	1.1	.9	.9	1.1	1.0	70/ 1092	1092/ 3.1	3.0	2.9	109	.9	65	776	WCHB
25. WGPR-F	(B)	68/1.1	1.7	1.5	1.1	1.3	1.4	70/ 1872	1800/ 5.0	5.8	5.4	82	1.4	99	1394	WGPR-F

12+ FM SHARE (METRO): 71.67% (4079 of 5691) (FAL 87: 68.85%)

TEENS	18-24	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WDFX-F>	1. WJLB-F	1. WJLB-F	1. WOMC-F	1. WJR	1. WJR>>	1. WJR	1. WJR	1. WJR<	1. WJLB-F	1. WJR
2. WJLB-F>	2. WLLZ-F<	2. WNIC-F	2. WNIC-F<	2. WJOI-F	2. WWJ	2. WWJ	2. WJOI-F	2. WJLB-F	2. WJR	2. WJLB-F>
3. WHYT-F>	3. WNIC-F<	WOMC-F	3. WJR<	3. WNIC-F<	3. WJOI-F	3. WCZY-F	3. WNIC-F	3. WDFX-F	3. WDFX-F	3. WWWW-F
4.	4. WRIF-F	4. WCZY-F	4. WJLB-F<	4. WJLB-F<	4. WWWW-F	4. WJLB-F	4. WWWW-F	4. WJOI-F	4. WNIC-F	4. WWJ
5.	5. WDFX-F<	5. WRIF-F<	5. WCZY-F<	5. WWWW	5. CKLW	5. WDFX-F	5. WJLB-F	5. WNIC-F	5. WLLZ-F	5. WXYT-F
6.	6. WCSX-F	6. WCSX-F<	6. WCSX-F	6. WCZY-F	6. WXYT	6. WNIC-F	WOMC/F	6. WWWW-F	6. WRIF-F	6. WNIC-F
7.	7. WCZY-F	7. WJR<	WKSG-F	7. WCSX-F	7. WOMC-F	7. WWWW-F	7. CKLW	7. WOMC-F<	7. WOMC-F	7. WKSG-F
8.	WKSG-F	8. WLLZ-F	8. WWWW-F	WKSG-F	8. WCZY-F	8. WOMC-F	8. WCZY-F	8. WWJ<	8. WHYT-F	8. WOMC-F
9.	9. WOMC-F	9. WKSG-F	9. WRIF-F	9. WRIF-F	9. WNIC-F	9. WLLZ-F	WDFX-F	9. WLLZ-F	9. WXYT	WRIF-F
0.	10. WHYT-F	WWWW-F	10. WLTI-F	10. WJOI-F	10. WJLB-F	10. WJOI-F	10. WKSG-F	10. WCZY-F	10. WCSX-F	10. CKMR-F
					WLTI-F			WRIF-F		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WDFX-F	1. WJLB-F	1. WJLB-F	1. WJLB-F	1. WOMC-F<	1. WLLZ-F>	1. WLLZ-F	1. WCSX-F<	1. WRIF-F<	1. WJR>
2. WJLB-F>	2. WNIC-F	2. WNIC-F	2. WNIC-F	2. WNIC-F	2. WJLB-F<	2. WRIF-F	2. WRIF-F	2. WLLZ-F	2. WWWW-F
3. WNIC-F	3. WDFX-F	3. WOMC-F	3. WOMC-F	3. WJLB-F	3. WRIF-F	3. WJLB-F<	3. WLLZ-F	3. WCSX-F	3. WCSX-F<
4. WHYT-F	4. WCZY-F	4. WKSG-F	4. WCZY-F	4. WCZY-F	4. WDFX-F	4. WCSX-F	4. WJLB-F	4. WJR	4. WRIF-F
5. WLLZ-F	WHYT-F<	5. WKSG-F	5. WDFX-F	5. WLTI-F<	5. WWWW-F	5. WDFX-F<	WKSG-F	5. WJLB-F	5. WKSG-F
6. WCZY-F	6. WOMC-F	6. WHYT-F	6. WHYT-F	6. WJR	6. WCZY-F	6. WKSG-F<	6. WNIC-F	6. WWWW-F	6. WLLZ-F<
7. WOMC-F	7. WKSG-F	7. WCSX-F	WLTI-F	7. WWWW-F	7. WCSX-F	7. WNIC-F	7. WJR	7. WKSG-F	7. WOMC-F
8. WLTI-F	8. WCSX-F	8. WDFX-F	8. WKSG-F	8. WJOI-F<	8. WHYT-F	8. WCZY-F<	8. CKMR-F	8. WOMC-F	8. WNIC-F<
WRIF-F	9. WRIF-F	WRIF-F	9. WWWW-F<	9. WHYT-F<	9. WOMC-F	9. WWWW-F	WJZZ-F	9. WCZY-F	9. WJLB-F
0. WCSX-F	10. WLTI-F	10. WLTI-F	10. WJR	10. WKSG-F	10.	10. WOMC-F	10. WOMC-F	10. WNIC-F	10. WWJ

FORMATS	AM	FM	TOTAL	%	FAL 87 %
TOP 40/CHR/CONTEMP		873 (5)	873 (5)	15.3	12.7
AOR/CLASSIC		694 (4)	694 (4)	12.2	13.3
AC/OLDIES/SOFT ROCK	124 (2)	1079 (5)	1203 (7)	21.1	19.2
MOR/VARIETY/FULL	558 (1)		558 (1)	9.8	11.6
COUNTRY	82 (1)	292 (1)	374 (2)	6.6	5.7
BLACK/URBAN	133 (2)	507 (2)	640 (4)	11.2	12.9
BTFL/EZ		290 (1)	290 (1)	5.1	6.6
NEWS/TALK	512 (2)		512 (2)	9.0	9.5
NOSTALGIA	203 (1)		203 (1)	3.6	3.4
RELIGION/GOSPEL		66 (1)	66 (1)	1.2	1.0
SPANISH					
CLASSICAL		92 (1)	92 (1)	1.6	1.6
JAZZ/NEW AGE		186 (2)	186 (2)	3.3	2.2
OTHERS/UNKNOWN					0.3
			5691 (31)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WHND	560	Monroe/Detroit	.7/2.0
WMUZ-F	103.5	Detroit	1.1/3.7
WQBH	1400	Detroit	1.0/3.6
WROL	950	Boston	.8/2.4
WIQB-F	102.9	Ann Arbor	.4/1.3
CJOM-F	88.7	Windsor	.3/1.9
WIOG-F	102.5	Bay City/Flint	.5/1.4

RADIO STATIONS

AM STATIONS

WCXI,	1130,	50 KW/10 KW(DA-2),	COUNTRY	APR,	$ 70.00	(Christal)	Shamrock	
WHND,	560,	500 W (DAYS, DA) ,	OLDIES	US 1,	$ NA	(Mc-Guild)	Greater Media	(MONROE)
WJR ,	760,	50 KW ,	MOR/VARIETY	ABC-I,	$225.00	(Katz)	Cap Cities/ABC	
WMTG,	1310,	5 KW (DA-2) ,	OLDIES	SMN,	$ 40.00	(Mc-Guild)	Fairmont	
WQBH,	1400,	1 KW ,	BLACK	,	$ 56.00	(Patt)		
WWJ ,	950,	5 KW (DA-N) ,	NEWS	CBS,	$155.00	(Eastman)	Federal	
WXYT,	1270,	5 KW ,	TALK	MBS,NBC,	$100.00	(Roslin)		
WCAR,	1090,	250 W/500 W(DA-2),	ETHNIC	,	$ 23.00	(---)	Wolpin	(LIVONIA)
WCHB,	1440,	1 KW ,	BLACK/GOSPEL	NBN,	$ 43.00	(Torbet)		(INKSTER)
CKLW,	800,	50 KW (DA-2) ,	NOSTALGIA	,	$ 75.00	(Republic)		(WINDSOR ON

FM STATIONS

WCSX,	94.7,	10 KW @ 950,	CLASSIC ROCK	US 1,	$105.00	(Mc-Guild)	Greater Media	
WCZY,	95.5,	100 KW @ 430,	CHR	,	$154.00	(HNWH)	Broadcast Partners	
WDFX,	99.5	21 KW @ 754,	CONTEMP	CBS-R,	$ 93.00	(MMR)	Hoker	
WGPR,	107.5,	50 KW @ 360,	BLACK	SBN,	$ 60.00	(Lazar)		
WHYT,	96.3,	20 KW @ 780,	CHR	ABC-C,	$158.00	(Katz)	Cap cities/ABC	
WJLB,	97.9,	50 KW @ 490,	BLACK	,	$160.00	(MMR)	Booth	
WJOI,	97.1,	12 KW @ 802,	BTFL/EZ	,	$147.00	(Eastman)	Federal	
WJZZ,	105.9,	20 KW @ 724,	JAZZ	,	$ 78.00	(Torbet)		
WKSG,	102.7,	50 KW @ 500,	OLDIES	ABC-E,	$ 97.00	(Durpetti)	Media Comm	
WLLZ,	98.7,	50 KW @ 480,	AOR	ABC-F,	$150.00	(Banner)	Legacy	
WLTI,	93.1,	20 KW @ 500,	SOFT AC	,	$109.00	(CBS)	Viacom	
WMUZ,	103.5,	50 KW @ 500,	RELIGION	,	$ 40.00	(---)	Crawford	
WNIC,	100.3,	50 KW @ 400,	AC	,	$163.00	(Mc-Guild)	Fairmont	
WOMC,	104.3,	50 KW @ 416,	AC	US 2,	$152.00	(Republic)	Infinity	
WQRS,	105.1,	18 KW @ 782,	CLASSICAL	,	$ 90.00	(CMBS)	Marlin	
WRIF,	101.1,	27 KW @ 880,	AOR	ABC-R,	$128.00	(Republic)	Great American	
WVAE,	92.3,	21 KW @ 742,	JAZZ/NEW AGE	,	$ 88.00	(Roslin)		
WWWW,	106.7,	61 KW @ 700,	COUNTRY	APR,	$143.00	(Christal)	Shamrock	
CKLW,	93.9,	100 KW @ 700,	AC/OLDIES	,	$ 60.00	(Republic)		(WINDSOR,ON

CALL LETTER CHANGES

CKLW-F changes to CKMR (Aug)
WDTX changes to WDFX (Aug)

FORMAT CHANGES

SALES

WWJ, WJOI-F: From Federal to CBS
For $58,000,000
(Mahlman)

EL PASO

ɔitron Rank/Pop (12+): 79/443,600

\ Rank/Pop: 88/569,700
ADI# 103
erage Person Ratings: 18.2
ket TSL: 24.0 Hours

Stations: 24/18
Diaries: 804/551:1/49.6%
Sample Target: 800
% Below Line: 4.4%
% Not Listed: 6.3%

1988 Revenue: $12,400,000
HH/ Inc: $28,241
Retail $: 2.8 Bil
Pop per Station: 24,644
#1 Biller: KHEY A/F $3,100,000

2+ METRO		1/4/SHARE	SUM 88	SPG 88	WIN 87	FAL 87	4BOOK AVG	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
. KPRR-F	(CHR)	97/12.0	11.7	13.1	8.6	6.1	11.4	107/ 1208	1062/23.9	23.9	16.3	52	14.7	127	1171	KPRR-F
. KHEY-F	(C)	91/11.2	8.4	10.0	10.5	9.3	10.0	133/ 1438	1088/24.5	21.4	20.0	113	12.8	111	1075	KHEY-F
. KLAQ-F	(AOR)	88/10.9	16.0	10.6	10.3	11.4	12.0	112/ 1171	964/21.7	20.6	27.5	83	18.3	158	1310	KLAQ-F
. KBNA A/F	(SP)	72/ 9.9	8.2	8.4	8.7	8.0	8.8	77/ 895	785/17.7	NA	NA	105	7.5	46	568	KBNA A/F
. KEZB A/F	(CHR)	52/ 6.4	9.8	9.0	10.7	10.0	9.0	75/ 1357	1014/22.9	25.2	29.0	75	6.1	53	1276	KEZB A/F
. KTSM-F	(EZ)	48/ 5.9	4.9	6.5	6.4	7.0	5.9	61/ 729	554/12.5	11.8	15.3	90	2.8	48	617	KTSM-F
. KLTO-F	(AC)	45/ 5.6	3.8	3.7	4.9	5.7	4.5	46/ 662	621/14.0	12.8	16.3	141	4.5	39	545	KLTO-F
. KAMA	(SP)	39/ 4.8	6.6	5.1	6.7	9.1	5.8	46/ 530	440/ 9.9	11.7	14.2	115	3.7	32	624	KAMA
KAMZ-F	(CHR)	39/ 4.8	6.1	5.9	6.8	7.0	5.9	44/ 868	728/16.4	18.6	21.5	88	5.9	51	791	KAMZ-F
. KOFX-F	(AC)	36/ 4.4	6.1	5.1	3.4	5.3	4.8	42/ 726	586/13.2	13.8	12.3	155	3.6	31	319	KDFX-F
KROD	(O)	36/ 4.4	4.2	2.6	2.4	2.6	3.4	37/ 402	363/ 8.2	8.0	9.8	150	2.9	25	426	KROD
. KTSM	(N/T)	31/ 3.8	2.9	3.5	3.0	2.7	3.3	34/ 444	417/ 9.4	7.9	8.1	82	2.8	24	272	KTSM
. KHEY	(C)	23/ 2.8	3.0	2.4	4.0	3.1	3.1	27/ 501	399/ 9.0	7.9	10.1	104	3.0	26	354	KHEY
. KVIV	(SP)	13/ 1.6	1.0	2.1	1.2	---	1.5	13/ 182	161/ 3.6	3.5	---	81	.1	1	43	KVIV

12+ FM SHARE (METRO): 75.07% (569 of 758) (FAL 87: 74.27%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
KPRR-F>>	1. KLAQ-F>	1. KLAQ-F	1. KHEY-F	1. KHEY-F	1. KBNA A/F	1. KHEY-F	1. KHEY-F	1. KPRR-F	1. KPRR-F>	1. KLAQ-F
KEZB A/F	2. KHEY-F	2. KHEY-F	2. KLAQ-F<	2. KBNA A/F	2. KHEY-F	2. KPRR-F	2. KBNA A/F<	2. KHEY-F	2. KLAQ-F>	2. KHEY-F>
KLAQ-F	KPRR-F	3. KPRR-F	3. KBNA A/F	3. KLAQ-F	3. KTSM-F	3. KLAQ-F<	3. KLAQ-F	3. KLAQ-F	3. KEZB A/F	3.
	4. KEZB A/F	4. KBNA A/F	4. KLTO-F	4. KLTO-F	4. KAMA	4. KBNA A/F	4. KPRR-F<	4. KEZB A/F	4. KHEY-F	4.
	5. KOFX-F	5. KLTO-F	5. KOFX-F	5. KOFX-F<	5. KTSM	5. KTSM	5. KTSM-F<	5. KLTO-F	5. KBNA A/F<	5.
	6.	6.	6.	6. KROD-F	6.	6.	6.	6.	6. KTSM-F	6.

OM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
KPRR-F>	1. KHEY-F<	1. KHEY-F>	1. KHEY-F	1. KBNA A/F<	1. KLAQ-F>>	1. KLAQ-F>>	1. KLAQ-F>	1. KLAQ-F>	1. KLAQ-F
KHEY-F	2. KPRR-F>	2. KEZB A/F	2. KPRR-F<	2. KHEY-F>	2. KPRR-F>	2. KPRR-F	2. KOFX-F>	2. KHEY-F	2. KHEY-F
KAMZ-F	3. KEZB A/F	3. KOFX-F	3. KBNA A/F	3. KLTO-F	3. KEZB A/F	3. KHEY-F	3. KHEY-F	3. KROD	3. KROD
KLAQ-F	4. KAMZ-F	KPRR-F	4. KLTO-F	4. KPRR-F	KHEY-F	KOFX-F	KLTO-F	4. KOFX-F	4. KOFX-F
KEZB A/F	KLAQ-F	5. KLTO-F	5.	5. KAMA	5. KAMZ-F	5. KEZB A/F	5. KEZB A/F	5. KLTO-F	5. KLTO-F
	6.	6.	6.	6.	6.	6.	6. KPRR-F	6.	KTSM-F

MATS	AM	FM	TOTAL	%	FAL 87 %
40/CHR/CONTEMP	2 (1)	147 (2)	149 (3)	19.7	24.8
/CLASSIC		88 (1)	88 (1)	11.6	12.3
OLDIES/SOFT ROCK	36 (1)	120 (3)	156 (4)	20.6	14.5
/VARIETY/FULL					
NTRY	23 (1)	91 (1)	114 (2)	15.0	13.3
CK/URBAN					
L/EZ		48 (1)	48 (1)	6.3	7.5
S/TALK	31 (1)		31 (1)	4.1	2.9
TALGIA					
IGION/GOSPEL	5 (1)		5 (1)	0.7	2.1
NISH	92 (7)	68 (3)	160 (10)	21.1	20.7
SSICAL					
Z/NEW AGE					
ERS/UNKNOWN		7 (1)	7 (1)	0.9	1.8
IO STATIONS			758 (24)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KELP	1590	El Paso	.6/3.0
KPAS-F	103.1	Fabens	.9/1.6
XEFV	1000	Cuidad Juarez	.5/1.8
XEJ	970	Cuidad Juarez	.9/2.8
XEPZ	1190	Cuidad Juarez	.4/1.9
XHGU-F	105.9	Cuidad Juarez	.7/1.6
XHNZ-F	107.5	Cuidad Juarez	1.5/2.1
XROK	800	Cuidad Juarez	.5/2.7

KROD, KLAQ-F sold by ABS to Devlin for $5,000,000 (Blackburn).

A,	750,	10 KW/ 1 KW (DA-2)	, HISPANIC	,	$ 33.00 (Caballero)	Pinnacle
A,	920,	1 KW/500 W (DA-N)	, HISPANIC	,	$ NA (Katz Hisp.)	Tichenor
Y,	690,	10 KW (DA-2)	, COUNTRY	ABC-I,	$ 35.00 (Katz)	
D,	600,	5 KW (DA-N)	, AC	CBS-R,	$ 22.00 (HNWH)	
M,	1380,	5 KW/500 W	, TALK/NEWS	CBS,NBC,	$ 25.00 (HNWH)	
V,	1340,	1 KW	, HISPANIC	,	$ 19.00 (Lotus)	
Z-F,	93.1	30 KW @ 1190,	CHR	,	$ 44.00 (Eastma	Pinnacle
A-F,	97.5,	60 KW @ 1080,	HISPANIC	,	$ 30.00 (Katz Hi[illegible])	Tichenor
B-F,	93.9,	100 KW @ 1210,	CHR	ABC-F,	$ 52.00 (Katz)	
Y-F,	96.3,	100 KW @ 1388,	COUNTRY	,	$ 70.00 (Katz)	
Q-F,	95.5,	88 KW @ 1390,	AOR	Source,	$ 57.00 (HNWH)	
O-F,	94.7,	91 KW @ 1080,	AC	,	$ 34.00 (Republic)	
X-F,	92.3,	100 KW @ 1860,	AC/HISPANIC	US 1,	$ 28.00 (Mc-Guild)	
R-F,	102.1,	100 KW @ 1190,	CHR	US 2,	$ 32.00 (Torbet)	
M-F,	99.9,	100 KW @ 1820,	BTFL/EZ	CBS,NBC,	$ 31.00 (HNWH)	

ERIE

Arbitron Rank/Pop (12+): 139/231,700

MSA Rank/Pop: 158/279,900
ADI# 142
Average Person Ratings: 15.8
Market TSL: 21.0 Hours

Stations: 11/9
Diaries: 582/398:1/59.5%
Sample Target: 610
% Below Line: 8.8%
% Not Listed: 11.8%

1988 Revenue: $5,500,000
HH/ Inc: $31,386
Retail $: 1.7 Bil
Pop per Station: 25,744
#1 Biller: WXKC-F $1,600,000

12+ METRO		1/4/SHARE	SPG 88	FAL 87	SPG 87	FAL 86	4BOOK AVG	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. WJET-F	(CHR)	87/23.8	24.1	---	20.9	---	---	93/ 1092	971/41.9	40.6	---	71				WJET-F
2. WXKC-F	(AC)	63/17.3	17.2	---	16.2	---	---	68/ 860	768/33.1	33.1	---	155				WXKC-F
3. WCCK-F	(AC)	54/14.8	14.2	---	20.7	---	---	72/ 1090	797/34.4	30.0	---	103				WCCK-F
4. WEYZ	(BB)	28/ 7.7	9.0	---	8.1	---	---	28/ 338	334/14.4	15.1	---	57				WEYZ
5. WREO-F	(EZ)	27/ 7.4	6.1	---	4.5	---	---	49/ 487	291/12.6	12.5	---	74				WREO-F
6. WZPR-F	(C)	21/ 5.8	3.5	---	5.2	---	---	67/ 759	245/10.6	7.7	---	133				WZPR-F
7. WLKK	(C)	13/ 3.6	3.2	---	1.8	---	---	13/ 231	227/ 9.8	7.7	---	153				WLKK
8. WRIE	(MOR)	10/ 2.7	2.9	---	2.7	---	---	10/ 320	299/12.9	8.6	---	163				WRIE
WHDZ	(O)	10/ 2.7	5.5	---	2.1	---	---	10/ 249	245/10.6	11.7	---	141				WHDZ

12+ FM SHARE (METRO): 81.06% (261 of 322) (FAL 87: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WJET-F>>	1. WJET-F>	1. WJET-F<	1. WXKC-F>>	1. WXKC-F>>	1. WXKC-F	1. WJET-F>>	1. WXKC-F	1. WJET-F<	1. WJET-F>>	1. WCCK-F
2.	2. WCCK-F	2. WXKC-F	2. WJET-F	2. WJET-F	2. WEYZ	2. WXKC-F	2. WJET-F	2. WXKC-F	2. WCCK-F	WJET-F
3.	3. WXKC-F>>	3. WCCK-F>>	3. WCCK-F>	3. WCCK-F	3. WREO-F	3. WCCK-F	3. WCCK-F>	3. WCCK-F>	WXKC-F>>	3. WCTL-F
4.	4.	4.	4. WZPR-F	4.	4. WJET-F	4.	4.	4.	4.	WHDZ
5.	5.	5.	5.	5.	5. WCCK-F	5.	5.	5.	5.	WXKC-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WJET-F>>	1. WJET-F>	1. WJET-F	1. WJET-F<	1. WXKC-F>	1. WJET-F>>	1. WCCK-F<	1. WCCK-F	1. WCCK-F	1. WZPR-F
2. WXKC-F	2. WXKC-F>	WXKC-F>	2. WXKC-F>>	2. WJET-F>>	2. WCCK-F>>	2. WJET-F>	2. WXKC-F>>	2. WJET-F	2. WCCK-F>
3. WCCK-F	3. WCCK-F>>	3. WCCK-F	3. WCCK-F	3. WCCK-F	3.	3. WXKC-F	3. WJET-F	WXKC-F>>	3. WJET-F>
4.	4.	4.	4.	4. WZPR-F	4.	4.	4.	4.	4.

FORMATS	AM	FM	TOTAL	%	FAL 87 %
TOP 40/CHR/CONTEMP		87 (1)	87 (1)	27.0	---
AOR/CLASSIC					
AC/OLDIES/SOFT ROCK	10 (1)	117 (2)	127 (3)	39.4	---
MOR/VARIETY/FULL	10 (1)		10 (1)	3.1	---
COUNTRY	13 (1)	21 (1)	34 (2)	10.6	---
BLACK/URBAN					
BTFL/EZ		32 (2)	32 (2)	9.9	---
NEWS/TALK					
NOSTALGIA	28 (1)		28 (1)	8.7	---
RELIGION/GOSPEL		4 (1)	4 (1)	1.2	---
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
OTHERS/UNKNOWN					
RADIO STATIONS			322 (11)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING			
WCTL-F	106.3	Union City	1.1/4.0
WRRN-F	92.3	Warren	1.4/2.3

WEYZ,	1450,	1 KW	, NOSTALGIA	CBS, $ 16.00 (Katz)	Burbach		Howard Nermenz
WHDZ,	1260,	5 KW (DA-2)	, OLDIES	, $ 13.00 (Christal)			Frank Nosal
WLKK,	1400,	1 KW	, COUNTRY	SMN, $ 10.00 (Roslin)			
WRIE,	1330,	5 KW (DA-2)	, AC	US 2, $ 15.00 (Roslin)			Mike Crosby
WCCK-F,	103.7,	50 KW @ 500,	CONTEMP/AC	, $ 38.00 (Katz)	Burbach		Howard Nermenz
WJET-F,	102.3,	3 KW @ 300,	CHR	, $ 30.00 (Banner)	Myron Jones		John Kanzius
WXKC-F,	99.9,	10 KW @ 400,	AC	ABC-D, $ 41.00 (Christal)			Don Kelly
WZPR-F	100.3,	20 KW @ 585,	COUNTRY	ABC-E, $ 19.00 (---)		(MEADVILLE)	Gary Gunton
WREO-F,	97.1,	50 KW @ 500,	BTFL/EZ	UPI, $ 17.00 (---)		(ASHTABULA)	Tina Mengine

EUGENE-SPRINGFIELD

Arbitron Rank/Pop (12+): 145/220,400

MSA Rank/Pop: 165/262,100
ADI# 116
Average Person Ratings: 15.1
Market TSL: 20.3 Hours

Stations: 16/13
Diaries: 600/367:1/55.2%
Sample Target: 620
% Below Line: 3.9%
% Not Listed: 23.4%

1988 Revenue: $6,100,000
HH/ Inc: $26,881
Retail $: 1.56 Bil
Pop per Station: 16,954
#1 Biller: NA

12+ METRO		1/4/SHARE	SPG 88	FAL 87	SPG 87	FAL 86	4BOOK AVG	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. KSND-F	(CHR)	37/11.1	12.1	13.3	12.5	16.8	---	39/ 631	527/23.9	26.5	24.4	46				KSND-F
2. KUGN	(MOR)	33/ 9.9	9.5	10.2	9.4	8.6	---	34/ 512	472/21.4	22.3	22.0	93				KUGN
3. KZEL-F	(AOR)	32/ 9.6	8.9	4.4	6.6	8.3	---	55/ 718	442/20.1	17.5	14.8	101				KZEL-F
4. KRNW-F	(AC)	28/ 8.4	9.5	7.8	10.1	9.8	---	52/ 651	393/17.8	17.5	17.0	123				KPNW-F
KUGN-F	(C)	28/ 8.4	13.8	14.7	13.5	11.3	---	31/ 403	366/16.6	21.1	19.5	110				KUGN-F
6. KMGE-F	(AC)	25/ 7.5	8.2	6.8	10.1	2.4	---	31/ 556	466/21.1	19.1	15.6	116				KMGE-F
7. KPNW	(MOR)	19/ 5.7	5.6	5.1	6.3	6.4	---	35/ 598	434/19.7	12.4	18.9	118				KPNW
8. KLCX-F	(AOR)	10/ 3.0	4.9	4.1	4.2	7.0	---	12/ 214	160/ 7.3	9.6	9.1	137				KLCX-F
KDUK	(BB)	10/ 3.0	2.6	3.4	4.5	4.9	---	11/ 139	127/ 5.8	6.4	6.1	87				KDUK
10.																

12+ FM SHARE (METRO): 68.24% (174 of 255) (FAL 87: 67.08%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KSND-F>>	1. KZEL-F>	1. KZEL-F	1. KPNW-F	1. KPNW-F	1. KUGN	1. KUGN>	1. KPNW-F<	1. KSND-F>	1. KSND-F>>	1. KUGN>
2.	2. KSND-F	2. KMGE-F	KZEL-F	2. KZEL-F	2. KUGN-F	2. KSND-F	2. KZEL-F	2. KZEL-F	2. KUGN	2. KPNW-F
3.	3. KMGE-F>	3. KSND-F	3. KMGE-F	3. KUGN	3. KPNW-F>	3. KUGN-F	3. KUGN-F	3. KPNW-F	3. KUGN-F	KZEL-F
4.	4. KLCX-F	4. KPNW-F	KUGN-F	KUGN-F	4. KPNW	4. KPNW	KUGN-F	4. KSND-F	4.	4. KPNW-F
5.	5. KPNW-F	5. KUGN-F	5. KUGN	5. KMGE-F	5.	5.	5.	5. KMGE-F	5.	5. KUGN-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KSND-F>>	1. KSND-F	1. KMGE-F>	1. KMGE-F	1. KPNW-F	1. KZEL-F>>	1. KZAM-F>>	1. KZEL-F>	1. KZEL-F>>	1. KZEL-F>
2. KMGE-F	2. KMGE-F>	2. KPNW-F	KPNW-F	2. KUGN	2. KSND-F>	2. KLCX-F	2. KLCX-F>	2. KMGE-F	2. KUGN>
KZEL-F	3. KPNW-F	3. KSND-F>	KSND-F	3. KMGE-F	3. KMGE-F	3. KMGE-F	3. KUGN	3. KSND-F	3. KLCX-F
4. KUGN-F	KZEL-F	4. KPNW	KUGN-F	4. KNSD-F	4.	4. KPNW-F	4. KMGE-F	KUGN	KMGE-F
5.	5.	KZEL-F	5.	5. KORE	5.	5.	KFAT-F	5. KLCX-F	KPNW
6.	6.	6.	6.	KPNW-F	6.	6.	6.	6. —	KPNW-F

FORMATS	AM	FM	TOTAL	%	FAL 87 %
TOP 40/CHR/CONTEMP		37 (1)	37 (1)	14.5	16.0
AOR/CLASSIC		42 (2)	42 (2)	16.5	14.8
AC/OLDIES/SOFT ROCK		53 (2)	53 (2)	20.8	21.4
MOR/VARIETY/FULL	52 (2)		52 (2)	20.4	18.5
COUNTRY	12 (2)	37 (2)	49 (4)	19.2	21.4
BLACK/URBAN					
BTFL/EZ		2 (1)	2 (1)	0.8	1.6
NEWS/TALK	2 (1)		2 (1)	0.8	
NOSTALGIA	10 (1)		10 (1)	3.9	4.1
RELIGION/GOSPEL	5 (1)		5 (1)	2.0	2.1
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
OTHERS/UNKNOWN		3 (1)	3 (1)	1.2	
			255 (16)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KEED	1600	Eugene	1.8/5.1
KKXO	1450	Eugene	1.8/6.6
KORE	1050	Springfield	1.5/5.0
KZAM-F	95.3	Creswell	.9/6.3

RADIO STATIONS

AM STATIONS

KEED,	1600,	5 KW/1 KW (DA-N)	, COUNTRY	US 2, $ 17.00 (MMR)	Comm. Pacific		Mike Groshing
KXXO,	1450,	1 KW	, COUNTRY	Trans, $ 13.00 (Eastman)			Don Berry
KPNW,	1120,	50 KW (DA-1)	, MOR/AC	ABC-I, $ 21.00 (Katz)	Pacific NW		Dave Woodward
KDUK,	1280,	5 KW/1 KW (DA-N)	, NOSTALGIA	, $ 13.00 (Banner)	Constant		
KUGN,	590,	5 KW/1 KW (DA-N)	, MOR	CBS,MBS, $ 27.00 (Torbet)	Omni		Chuck Chackel

FM STATIONS

KLCX-F,	104.7,	100 KW @ 1703,	CLASSIC ROCK	, $ 22.00 (Banner)	Constant	(FLORENCE)	
KMGE-F,	94.5,	100 KW @ 813,	AC	, $ 27.00 (Eastman)			Don Berry
KPNW-F,	99.1,	100 KW @ 1645,	SOFT AC	, $ 30.00 (Katz)	Pacific NW		Dave Woodward
KSND-F,	93.1,	100 KW @ 850,	CHR	, $ 35.00 (MMR)	Comm. Pacific		
KUGN-F,	97.9,	100 KW @ 785,	COUNTRY	MBS, $ 40.00 (Torbet)	Omni		Chuck Chackel
KZAM-F,	95.3,	1.6 KW @ 450,	(?)	, $ 15.00 (HNWH)	Kefford	(CRESWELL)	
KZEL-F,	96.1,	100 KW @ 870,	AOR	NBC,Source, $ 23.00 (Christal)			Jon Bellizzi

FLINT

Arbitron Rank/Pop (12+): 100/351,600

MSA Rank/Pop: 108/436,100
ADI #80 (W/Saginaw)
Average Person Ratings: 17.0
Market TSL: 22.3 Hours

Stations: 25/9
Diaries: 826/426:1/53.1%
Sample Target: 810
% Below Line: 34.9%
% Not Listed: 12.2%

1988 Revenue: $9,900,000
HH/ Inc: $30,820
Retail $: 3.3 Bil
Pop per Station: 39,067
#1 Biller: WCRZ-F $2,900,000

12+ METRO		1/4/SHARE	SPG 88	FAL 87	SPG 87	FAL 86	4BOOK AVG	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. WIOG-F	(CHR)	121/20.2	22.3	19.3	18.9	10.1	---	173/1905	1275/36.3	35.0	31.0	75	23.7	163	1334	WIOG-F
2. WXRZ-F	(AC)	86/14.4	13.1	13.2	15.5	16.8	---	100/1188	965/27.4	25.0	26.5	158	11.1	76	696	WXRZ-F
3. WDZZ-F	(B)	76/12.7	17.4	13.4	16.0	12.0	---	76/ 783	775/22.0	22.0	19.8	98	16.3	112	1072	WDZZ-F
4. WFDF	(MOR)	40/ 6.7	4.5	6.3	4.8	3.0	---	42/ 488	445/12.7	9.5	11.2	36	4.1	28	379	WFDF
5. WWCK-F	(AOR)	34/ 5.7	5.6	6.3	7.5	8.8	---	48/ 658	530/15.1	15.8	15.4	70	8.3	57	719	WWCK-F
6. WJR	(MOR)	30/ 5.0	6.0	8.0	7.8	5.1	---	51/ 754	539/15.3	16.0	17.6	86	5.7	39	605	WJR
7. WKMF	(C)	29/ 4.8	4.0	3.4	5.2	6.2	---	33/ 311	299/ 8.5	8.8	7.1	69	4.4	30	272	WKMF
8. WTRX	(AC)	22/ 3.7	3.8	4.0	3.9	5.8	---	23/ 344	326/ 9.3	12.0	11.8	141	3.1	21	322	WTRX
9. WKCQ-F	(C)	16/ 2.7	2.9	4.2	3.0	2.1	---	29/ 424	294/ 8.4	8.7	7.5	111	2.6	18	234	WKCQ-F
10. WFLT	(R/G)	15/ 2.5	1.3	1.3	--	.9	---	15/ 136	136/ 3.9	2.6	1.6	72	1.7	12	123	WFLT
11.																
12.																
13.																
14.																
15.																

12+ FM SHARE (METRO): 72.05%_(379 of 526) (FAL 87: 71.16%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WIOG-F>>	1. WIOG-F>	1. WCRZ-F	1. WCRZ-F>	1. WCRZ-F>	1. WCRZ-F	1. WIOG-F	1. WCRZ-F	1. WIOG-F	1. WIOG-F>	1. WJR
2. WDZZ-F>>	2. WCRZ-F	WIOG-F>	2. WIOG-F	2. WIOG-F	2. WFDF	2. WCRZ-F	2. WIOG-F>	2. WCRZ-F	2. WDZZ-F>>	2. WCRZ-F
3. WCRZ-F	3. WDZZ-F	3. WDZZ-F>	3. WDZZ-F>>	3. WDZZ-F>>	3. WDZZ-F	3. WDZZ-F	3. WDZZ-F<	3. WDZZ-F>	3. WCRZ-F	3. WIOG-F
WWCK-F	4. WWCK-F	4. WWCK-F	4.	4.	4. WKMF	4. WFDF	4. WFDF	4. WWCK-F	4. WWCK-F	4. WDZZ-F
5.	5.	5.	5.	5.	WJR	5. WJR	5. WKMF	5. WFDF	5.	5. WFLT
6.	6.	6.	6.	6.	6. WIOG-F	6. WTRX	WWCK-F	6.	6.	6.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WIOG-F>>	1. WIOG-F	1. WCRZ-F	1. WCRZ-F<	1. WCRZ-F>	1. WIOG-F	1. WIOG-F>	1. WIOG-F>	1. WDZZ-F	1. WCRZ-F>
2. WWCK-F	2. WCRZ-F>	2. WIOG-F>	2. WIOG-F>>	2. WIOG-F>>	2. WDZZ-F	2. WDZZ-F	2. WCRZ-F	WIOG-F	2. WDZZ-F
3. WFLT	3. WDZZ-F	3. WDZZ-F>>	3. WDZZ-F>	3. WDZZ-F>	WWCK-F>>	3. WWCK-F>	3. WDZZ-F	3. WCRZ-F>	3. WIOG-F>
4. WDZZ-F	4. WFLT	4.	4. WFLT	4.	4. WCSX-F	4. WCRZ-F	4. WWCK-F>	4. WWCK-F	4. WTRX
5. WCRZ-F	WWCK-F	5.	5. WWCK-F	5.	WRIF-F	5.	5. WTRX	5.	5. WWCK-F
									WJR

FORMATS	AM	FM	TOTAL	%	FAL 87 %
TOP 40/CHR/CONTEMP		125 (3)	125 (3)	23.8	22.1
AOR/CLASSIC		43 (4)	43 (4)	8.2	9.9
AC/OLDIES/SOFT ROCK	29 (2)	94 (4)	123 (6)	23.4	19.8
MOR/VARIETY/FULL	70 (2)		70 (2)	13.3	10.0
COUNTRY	29 (1)	20 (2)	49 (3)	9.3	9.3
BLACK/URBAN		82 (2)	82 (2)	15.6	16.8
BTFL/EZ		12 (2)	12 (2)	2.3	7.8
NEWS/TALK	4 (1)		4 (1)	0.8	1.3
NOSTALGIA					0.4
RELIGION/GOSPEL	15 (1)		15 (1)	2.9	1.5
SPANISH					
CLASSICAL					
JAZZ/NEW AGE		3 (1)	3 (1)	0.6	
OTHERS/UNKNOWN					1.1
			526 (25)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WGMZ-F	101.7	Tuscola	1.3/3.0
WTAC	600	Flint/Saginaw	1.2/6.3
WCSX-F	94.7	Birmingham	.7/1.2
WCZY-F	95.5	Detroit	.3/2.7
WFMK-F	99.1	East Lansing	.3/1.5
WHNN-F	96.1	Bay City/Flint	.7/4.1
WHYT-F	96.3	Detroit	.5/1.9
WITL-F	100.7	Lansing	.7/2.8
WJZZ-F	105.9	Detroit	.5/1.9
WLLZ-F	98.7	Detroit	.3/1.7
WOMC-F	104.3	Detroit	.3/1.5
WRIF-F	101.1	Detroit	.5/2.2
WTLZ-F	107.1	Saginaw	1.0/7.0
WWJ	950	Detroit	.7/4.1

RADIO STATIONS

WFDF,	910,	5 KW/1 KW (DA-N)	, MOR	CBS, $ 31.00 (HNWH)		Jack Lick
WKMK,	1470,	5 KW/1 KW (DA-N)	, COUNTRY	ABC-E, $ 26.00 (Katz)	Faircom	John Richer
WTAC,	600,	1 KW/500 W (DA-1)	, COUNTRY	MBS, $ 23.00 (Roslin)		Lowell Homburger
WTRX,	1330,	5 KW/1 KW (DA-2)	, MOR/VARIETY	ABC-I, $ 28.00 (Christal)		Larry Getz
WCRZ-F,	107.9,	50 KW @ 370,	AC	US-1, $ 68.00 (Katz)	Faircom	John Risher
WDZZ-F,	92.7	3 KW @ 260,	BLACK	, $ 45.00 (HNWH)		Jack Lick
WWCK-F,	105.5,	2.3 KW @ 364,	AOR	NBC, $ 47.00 (Eastman)		Nancy Tibben

Other ranked stations - See Detroit or Saginaw

NOTES: WFDF, WDZZ-F sold for $6,500,000 (Chesley Maddox). WWCK A/F sold by Reams for $2,400,000 (Crisler).

FORT WAYNE

rbitron Rank/Pop (12+): 124/289,200	Stations: 14/12	1988 Revenue: $11,200,000
	Diaries: 699/414:1/53.0%	HH/ Inc: $32,703
SA Rank/Pop: 131/360,500	Sample Target: 690	Retail $:2.5 Bil
ADI# 99	% Below Line: 1.1%	Pop per Station: 24,100
verage Person Ratings: 18.1	% Not Listed: 12.8%	#1 Biller: WMEE-F $3,400,000
arket TSL: 23.5 Hours		

12+ METRO		1/4/SHARE	SPG 88	FAL 87	SPG 87	FAL 86	4BOOK AVG	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. WMEE-F	(CHR)	151/28.8	24.6	26.2	25.2	24.4	---	286/ 2741	1363/47.1	47.6	45.9	93				WMEE-F
2. WAJI-F	(AC)	96/18.3	19.1	15.2	11.7	12.9	---	143/ 1591	942/32.6	31.0	26.7	144				WAJI-F
3. WXKE-F	(AOR)	51/ 9.7	8.3	7.0	11.2	10.8	---	56/ 724	551/19.1	18.4	15.0	79				WXKE-F
4. WOWO	(MOR)	44/ 8.4	7.0	10.8	11.7	11.7	---	126/ 1917	724/25.0	22.5	28.4	60				WOWO
5. WEZV-F	(EZ)	35/ 6.7	8.5	7.4	9.8	8.5	---	42/ 588	497/17.2	17.0	13.5	64				WEZV-F
6. WBTU-F	(C)	32/ 6.1	6.8	6.5	6.1	5.6	---	154/ 1604	530/18.3	15.4	13.4	126				WBTU-F
7. WQHK	(C)	22/ 4.2	8.1	7.6	7.2	6.0	---	32/ 470	334/11.5	15.4	14.0	95				WQHK
8. WGL	(N/T)	10/ 1.9	1.9	2.7	3.3	3.1	---	12/ 284	203/ 7.0	5.7	8.5	53				WGL
9.																
10.																

12+ FM SHARE (METRO): 81.84% (374 of 457) (FAL 87: 72.36%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WMEE-F>	1. WMEE-F>>	1. WMEE-F>	1. WMEE-F<	1. WMEE-F<	1. WAJI-F	1. WMEE-F>>	1. WMEE-F>	1. WMEE-F>>	1. WMEE-F>>	1. WMEE-F>>
2. WXKE-F>	2. WAJI-F>	2. WAJI-F>>	2. WAJI-F>>	2. WAJI-F>>	2. WOWO-F	2. WAJI-F>	2. WAJI-F>>	2. WAJI-F>	2. WAJI-F	2. WOWO
3. WAJI-F>	3. WXKE-F>>	3. WXKE-F>	3. WXKE-F	3. WBTU-F	3. WMEE-F	3. WOWO	3. WEZV-F	3. WXKE-F	WXKE-F	3. WAJI-F
4.	4.	4.	4. WTBU-F	WXKE-F	4. WEZV-F	4. WXKE-F	4. WXKE-F	4. WBTU-F	4. WBTU-F<	WXKE-F
5.	5.	5.	5.	5. WOWO	5. WBTU-F	5.	5. WOWO	WOWO	5. WOWO	5. WBTU-F
										WEZV-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WMEE-F>>	1. WMEE-F>>	1. WMEE-F>>	1. WMEE-F>>	1. WAJI-F<	1. WMEE-F	1. WMEE-F>>	1. WMEE-F	1. WMEE-F>>	1. WMEE-F
2. WXKE-F	2. WAJI-F>>	2. WAJI-F>>	2. WAJI-F>>	2. WMEE-F>>	2. WXKE-F>>	2. WXKE-F<	2. WAJI-F>	2. WAJI-F	2. WAJI-F>>
3. WAJI-F>>	3. WXKE-F	3.	3.	3. WBTU-F	3. WAJI-F>>	3. WAJI-F>>	3. WXKE-F>>	3. WXKE-F>>	3. WXKE-F
4.	4.	4.	4.	WEZV-F	4.	4.	4.	4.	4. WBTU-F

FORMATS	AM	FM	TOTAL	%	FAL 87 %
TOP 40/CHR/CONTEMP		151 (1)	151 (1)	33.0	30.3
AOR/CLASSIC		51 (1)	51 (1)	11.1	7.9
AC/OLDIES/SOFT ROCK	3 (1)	96 (1)	99 (2)	21.6	17.3
MOR/VARIETY/FULL	44 (1)	3 (1)	47 (2)	10.3	14.9
COUNTRY	22 (1)	32 (1)	54 (2)	11.8	16.1
BLACK/URBAN					
BTFL/EZ		39 (2)	39 (2)	8.5	8.9
NEWS/TALK	10 (1)		10 (1)	2.2	3.1
NOSTALGIA	2 (1)		2 (1)	0.4	0.5
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
OTHERS/UNKNOWN	2 (1)	2 (1)	4 (2)	0.9	1.0
			457 (14)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WEZR	1450	Ft. Wayne	.6/4.6
WIFF	1570	Auburn	.4/1.1
WIFF-F	105.5	Auburn	.4/1.6
WOWO-F	1190	Ft. Wayne	.6/3.7
CKLW	800	Windsor	.4/1.7
WMRI	106.9	Marion	.8/2.0

$2,600,000 (Whittle).

RADIO STATIONS

AM STATIONS

WEZR,	1450,	1 KW	, OLDIES	,	$ 13.00 (Banner)	Fairfield		Tom Scheithe
WFCV,	1090,	1 KW (DAYS, DA)	, RELIGION	,	$ 11.00 (---)	BoTt		
WGL ,	1250,	1 KW (DA-2)	, TALK	,	$ 16.00 (Roslin)			Frank Kovas
WOWO,	1190,	50 KW (DA-N)	, MOR	ABC-I,	$ 54.00 (Mc-Guild)	Price		Steve Schram
WQHK,	1380,	5 KW (DA-2)	, COUNTRY	ABC-C,	$ 39.00 (Christal)	Federated		John Spangler

FM STATIONS

WAJI-F,	95.1,	44 KW @ 680,	AC	,	$ 65.00 (Republic)	Sarkes Tarzian		Cindy Wendling
WEZV-F,	101.7,	3 KW @ 300,	BTFL/EZ	,	$ 34.00 (Banner)	Fairfield		Tom Scheithe
WMEE-F,	97.3,	48 KW @ 480,	CHR	ABC-C,	$ 90.00 (Christal)	Federated		John Spangler
WXKE-F,	103.9,	3 KW @ 250,	AOR	Source,	$ 27.00 (HNWH)			Bob Taylor
WBTU-F,	93.3,	50 KW @ 500,	COUNTRY	MBS,ABC-E,	$ 26.00 (Torbet)		(KENDALVILLE)	Carl Lanci
WOWO-F,	103.1,	3 KW @ 300,	MOR	ABC-E,	$ NA (Mc-Guild)	Price	(HUNTINGTON)	Steve Schramm

NOTES: WEZR changes to OLDIES.

FRESNO

Arbitron Rank/Pop (12+): 73/494,600

MSA Rank/Pop: 82/611,000
ADI# 62
Average Person Ratings: 15.8
Market TSL: 21.5 Hours

Stations: 27/23
Diaries: 868/570:1/46.4%
Sample Target: 840
% Below Line: 2.4%
% Not Listed: 14.7%

1988 Revenue: $18,000,000
HH/ Inc: $33,709
Retail $: 3.5 Bil
Pop per Station: 21,504
#1 Biller: KMJ $ 2,700,000

12+ METRO		1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4BOOK AVG	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. KMJ	(N/T)	73/ 9.3	8.8	9.5	10.0	8.4	9.4	121/ 1647	917/18.5	17.0	16.9	71	9.4	71	839	KMJ
2. KOJY-F	(EZ)	69/ 8.8	6.8	6.4	6.8	7.8	7.2	143/ 1414	736/14.9	11.7	11.6	88	2.9	22	362	KOJY-F
3. KMGX-F	(CHR)	55/ 7.0	9.2	9.0	9.9	8.4	8.8	68/ 1311	996/20.1	19.0	19.4	77	9.1	69	1186	KMGX-F
4. KFSO-F	(AC)	50/ 6.4	7.1	5.9	4.5	1.8	6.0	79/ 1141	682/13.8	11.9	5.0	164	5.0	38	521	KFSO-F
5. KKDJ-F	(AOR)	48/ 6.1	7.7	7.6	6.6	6.9	7.0	87/ 1169	672/13.6	13.8	14.9	123	10.1	77	761	KKDJ-F
6. KBOS-F	(CHR)	46/ 5.9	4.5	5.7	6.8	5.4	5.7	137/ 1700	879/17.8	15.9	15.6	59	11.2	85	977	KBOS-F
7. KYNO-F	(CHR)	41/ 5.2	6.2	5.3	7.6	7.8	6.1	48/ 958	757/15.3	16.5	21.9	58	5.9	45	1059	KYNO-F
8. KNAX-F	(C)	38/ 4.9	5.5	5.9	6.7	6.7	5.8	47/ 670	575/11.6	11.4	11.7	110	6.1	46	565	KNAX-F
9. KFIG A/F	(AC)	35/ 4.5	4.3	4.6	4.8	4.4	4.6	40/ 828	734/14.8	13.8	12.7	124	5.8	38	657	KFIG A/F
10. KFYE-F	(AC)	29/ 3.7	2.3	2.3	2.3	2.1	2.7	52/ 920	507/10.3	8.2	8.9	184	1.8	14	354	KFYE-F
11. KGST	(SP)	28/ 3.6	3.2	5.0	2.4	4.7	3.6	28/ 307	297/ 6.0	5.3	8.1	72	1.3	10	200	KGST
12. KFRE	(C)	25/ 3.2	2.3	2.4	3.6	4.0	4.1	48/ 770	317/ 6.4	5.5	5.9	81	2.2	17	381	KFRE
13. KOQO-F	(SP)	23/ 2.9	3.3	2.7	3.3	3.4	3.1	41/ 544	343/ 6.9	8.1	8.4	66	3.0	23	355	KOQO-F
14. KXEX	(SP)	18/ 2.3	2.9	.6	1.2	2.7	1.8	19/ 258	215/ 4.3	2.5	6.3	113	1.8	14	185	KXEX
15. KTHT-F	(AC)	16/ 2.0	1.6	2.5	1.6	2.7	1.9	18/ 445	349/ 7.1	8.5	8.3	95	2.4	18	355	KTHT-F
16. KCLQ-F	(AOR)	13/ 1.7	2.9	4.6	2.5	3.5	2.9	33/ 610	326/ 6.6	10.2	8.6	112	5.0	38	539	KCLQ-F

12+ FM SHARE (METRO): 72.97% (486 of 666) (FAL 87: 69.17%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KBOS-F>	1. KKDJ-F<	1. KKDJ-F<	1. KFRE	1. KFSO-F	1. KMJ	1. KMJ>>	1. KOJY-F>	1. KOJY-F	1. KMJ	1. KMJ>>
2. KMGX-F	2. KMGX-F	2. KFSO-F	2. KKDJ-F	2. KOJY-F<	2. KOJY-F>	2. KMGX-F	2. KFSO-F<	2. KMGX-F<	2. KMGX-F<	2.
3. KYNO-F>>	3. KYNO-F	3. KMGX-F	3. KFSO-F	3. KKDJ-F	3. KFSO-F	3. KOJY-F	3. KMJ	3. KFSO-F<	3. KBOS-F	3.
4.	4. KBOS-F	4. KFIG AF<	4. KMJ	4. KFYE-F<	4. KNAX-F	4. KNAX-F<	4. KKDJ-F	4. KBOS-F	4. KOJY-F	4.
5.	5. KFIG A/F	5. KYNO-F	5. KMGX-F	5. KMJ	5. KFRE	5. KKDJ-F	5. KFIG-F	5. KKDJ-F	KYNO-F	5.
6.	6.	6.	6.	6.	6.	6.	6.	6. KYNO-F<	6.	6.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KBOS-F	1. KMGX-F	1. KFSO-F	1. KFSO-F<	1. KFSO-F<
KMGX-F	2. KBOS-F	2. KMGX-F	2. KFIG AF<	2. KOJY-F
3. KFIG A/F>	KFIG A/F	3. KFIG A/F	3. KMGX-F	3. KFIG A/F
4. KOJY-F	4. KFSO-F	4. KFYE-F	KOJY-F	4. KMGX-F
KYNO-F	5. KYNO-F	KBOS-F	5 KBOS-F	KNAX-F
6.	6.	6.	6. KNAX-F	6.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KYNO-F	1. KKDJ-F>	1. KKDJ-F>	1. KKDJ-F>>	1. KKDJ-F
2. KKDJ-F>	2. KYNO-F	2. KFYE-F>	2. KFSO-F	2. KMJ
3. KMGX-F	3. KMGX-F	3. KMGX-F	3. KFYE-F	3. KFSO-F
4. KBOS-F	4. KFYE-F	4. KFSO-F	KMJ	4. KFYE-F
5. KGST	5. KBOS-F	KMJ	5. KYNO-F	5.
KJUG-F	6.	KYNO-F	6.	6.

FORMATS	AM	FM	TOTAL	%	FAL 87 %
TOP 40/CHR/CONTEMP		142 (3)	142 (3)	21.3	24.3
AOR/CLASSIC		61 (2)	61 (2)	9.2	11.8
AC/OLDIES/SOFT ROCK	4 (1)	139 (6)	143 (7)	21.5	14.4
MOR/VARIETY/FULL					
COUNTRY	25 (1)	44 (2)	69 (3)	10.4	15.8
BLACK/URBAN	13 (2)		13 (2)	2.0	
BTFL/EZ		69 (1)	69 (1)	10.4	9.6
NEWS/TALK	79 (2)		79 (2)	11.9	12.6
NOSTALGIA					1.6
RELIGION/GOSPEL	5 (1)	3 (1)	8 (2)	1.2	0.8
SPANISH	54 (3)	23 (1)	77 (4)	11.6	8.3
CLASSICAL					
JAZZ/NEW AGE					
OTHERS/UNKNOWN		5 (1)	5 (1)	0.8	0.5
RADIO STATIONS			666 (27)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING			
KEZL-F	96.7	Fowler	1.2/4.8
KHOT-F	92.1	Madera	.6/2.5
KKAM	1340	Fresno	1.4/3.8
KOQO	790	Clovis	1.0/2.4
KRDU	1130	Dinuba	.6/2.7
KAMB-F	101.5	Merced	.4/1.3
KCBS	740	San Francisco	.8/2.3
KJUG-F	106.7	Tulare	.8/2.4
KUBB-F	96.3	Mariposa	.5/1.7

KFRE,	940,	50 KW (DA-2)	, COUNTRY	ABC-D,	$ 32.00	(HNWH)		
KGST,	1600,	5 KW (DA-N)	, HISPANIC	,	$ 21.00	(Lotus)		
KKAM,	1340,	1 KW	, BLACK	CBS, MBS,	$ 20.00	(CBS)		
KMJ ,	580,	5 KW	, NEWS/TALK	ABS-I,	$ 56.00	(Katz)	Henry	
KXEX,	1550,	5 KW/2.5 KW (DA-2)	, HISPANIC	,	$ 23.00	(---)		
KYNO,	1300,	5 KW/1 KW (DA-N)	, OLDIES	US 2,	$ 21.00	(Banner)	Brown	
KFIG-F,	101.1,	50 KW @ 310,	AC	APR,	$ 45.00	(Eastman)		
KOQO-F,	101.9,	2 KW @ 1870,	HISPANIC	,	$ 39.00	(Caballero)	Group III	
KFYE-F,	93.7,	68 KW @ 1912,	AC	,	$ 39.00	(Katz)	Henry	
KKDJ-F,	105.9,	2 KW @ 1960,	AOR	,	$ 50.00	(Durpetti)		
KNAX-F,	97.9,	48 KW @ 312,	COUNTRY	ABC-E,	$ 43.00	(HNWH)	First Sierra	
KOJY-F,	98.9,	19 KW @ 820,	BTFL/EZ	,	$ 37.00	(MMR)		(DINUBA)
KTHT-F,	102.7,	50 KW @ 500,	SOFT AF	,	$ 30.00	(Christal)		
KYNO-F,	95.7,	21 KW @ 764,	CHR	,	$ 60.00	(Banner)	Brown	
KBOS-F,	94.9,	16 KW @ 847,	CHR	ABC-F,	$ 39.00	(CBS)		(TULARE)
KCLQ-F,	107.5,	19 KW @ 790,	CLASSIC ROCK	,	$ 37.00	(Republic)	Liggett	(HANFORD)
KFSO-F,	92.9,	19 KW @ 820,	OLDIES	US 1, CBS-R,	$ 40.00	(CBS)	Americom	(VISALIA)
KMGX-F,	103.7,	50 KW @ 500,	CHR	,	$ 54.00	(Christal)	Olympia	(HANFORD)
KEZL-F,	96.7,	3 KW @ 316,	EZ (?)	,	$ 22.00	(Roslin)		(FOWLER)

CALLS

KXTC changes to KOQO (Sept).
KFRE-F changes to KOQO-F.
KMAK changes to KMAK.

FORMATS

KFRE-F: From COUNTRY to HISPANIC (Oct).
KMAK: From TALK to BLACK (Sept.)

SALES

KYOS, KMYT-F (Merced) sold to Hoyt for $1,777,000 (Exline).

GRAND RAPIDS

Arbitron Rank/Pop (12+): 64/535,200

MSA Rank/Pop: 71/669,000
ADI# 37 (W/Kalamazoo)
Average Person Ratings: 15.8
Market TSL: 21.0 Hours

Stations: 25/18
Diaries: 910/588:1/58.6%
Sample Target: 890
% Below Line: 10.4%
% Not Listed: 15.1%

1988 Revenue: $23,600,000
HH/ Inc: $35,153
Retail $: 4.7 Bil
Pop per Station: 29,733
#1 Biller: WLAV-F $ 3,700,000

12+ METRO		1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4BOOK AVG	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. WGRD-F	(CHR)	74/ 8.7	6.2	7.8	5.0	6.7	6.9	109/ 2078	1285/24.0	23.6	21.1	64	9.3	84	1381	WGRD-F
WOOD-F	(EZ)	74/ 8.7	10.7	7.1	10.7	9.9	9.3	139/ 1913	991/18.5	19.4	20.7	71	7.7	70	1009	WOOD-F
3. WJFM-F	(O)	70/ 8.3	8.7	3.3	2.4	2.6	5.7	143/ 1955	948/17.7	9.4	8.4	134	6.7	61	862	WJFM-F
4. WLAV-F	(AOR)	66/ 7.8	6.5	7.8	10.0	11.5	8.0	100/ 1437	819/15.3	18.0	21.0	100	6.9	62	875	WLAV-F
5. WLHT-F	(AC)	62/ 7.3	6.6	9.0	8.9	8.3	8.0	71/ 1116	906/16.9	18.2	19.5	147	7.8	71	813	WLHT-F
6. WKLQ-F	(CHR)	60/ 7.1	7.7	11.8	8.8	8.8	8.9	79/ 1776	1196/22.3	28.2	22.8	51	10.1	91	1425	WKLQ-F
7. WCUZ-F	(C)	58/ 6.9	8.3	6.1	6.8	8.6	7.0	91/ 1386	864/16.1	14.4	16.8	132	5.9	53	690	WCUZ-F
8. WOOD	(MOR)	53/ 6.3	5.6	7.3	8.0	7.3	6.8	55/ 979	946/17.7	16.0	14.1	95	7.5	68	893	WOOD
9. WSNX-F	(CHR)	40/ 4.7	5.0	4.9	2.9	2.7	4.4	119/ 1583	703/13.0	10.5	10.2	57	6.0	54	940	WSNX-F
10. WCUZ	(C)	28/ 3.3	5.3	3.6	4.5	3.6	4.2	29/ 522	488/ 9.1	10.2	9.6	62	2.5	23	488	WCUZ
11. WMUS-F	(C)	26/ 3.1	4.6	4.1	5.4	3.6	4.3	80/ 1200	493/ 9.2	9.2	8.3	142	4.2	38	657	WMUS-F
12. WYXX-F	(AC)	22/ 2.6	2.2	1.8	1.9	3.3	2.1	31/ 591	385/ 7.2	6.4	8.1	154	1.7	15	200	WYXX-F
13. WFUR-F	(R/G)	19/ 2.2	1.5	2.7	3.0	3.3	2.4	24/ 514	367/ 6.9	6.5	8.8	50	1.9	17	327	WFUR-F

12+ FM SHARE (METRO): 83.29% (598 of 718) (FAL 87: 80.93%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WKLQ-F<	1. WLAV-F	1. WJFM-F	1. WJFM-F	1. WJFM-F<	1. WOOD-F>	1. WOOD-F	1. WOOD-F F	1. WGRD-F	1. WGRD-F	1. WJFM-F
2. WGRD-F>>	2. WJFM-F<	2. WLAV-F	2. WLHT-F	2. WLHT-F	2. WOOD	2. WOOD	WJFM-F	2. WLAV-F	2. WKLQ-F	2. WGRD-F<
3.	3. WGRD-F	3. WLHT-F<	3. WCUZ-F	3. WCUZ-F	3. WCUZ-F	3. WCUZ-F	3. WLAV-F	3. WJFM-F	3. WJFM-F>	3. WOOD
4.	4. WKLQ-F<	4. WGRD-F	4. WLAV-F	4. WLAV-F<	4. WLHT-F	WJFM-F	WLHT-F	4. WOOD-F<	4. WSNX-F	4. WLAV-F
5.	5. WSNX A/F	5. WCUZ-F	5. WGRD-F	5. WOOD-F<	5. WCUZ	WLHT-F	5. WCUZ-F	5. WLHT-F	5. WLAV-F	5. WOOD-F
6.	6. WLHT-F	6. WKLQ-F	6. WOOD-F	6. WOOD	6.	6. WGRD-F<	6.	6. WKLQ-F	6.	6.
						WKLQ-F				

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KGRD-F>	1. WGRD-F>	1. WJFM-F	1. WGRD-F<	1. WLHT-F
2. WKLQ-F>	2. WJFM-F	2. WLHT-F	2. WLHT-F	2. WCUZ-F
3. WLHT-F	WKLQ-F	3. WGRD-F	3. WJFM-F	3. WJFM-F
WSNX A/F	4. WLHT-F>	4. WLAV-F	4. WKLQ-F	4. WOOD
5. WJFM-F	5. WSNX A/F	5. WKLQ-F	5. WCUZ-F	WOOD-F
6.	6.	6.	6.	6. WGRD-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WLAV-F>	1. WLAV-F>	1. WJFM-F	1. WLAV-F	1. WJFM-F
2. WSNX A/F	2. WJFM-F>	WLAV-F>>	2. WJFM-F>	2. WLAV
3. WGRD-F	3. WGRD-F	3. WLHT-F	3. WLHT-F	3. WLAV-F
4. WJFM-F	WSNX A/F	WMMS-F	4. WGRD-F	4. WCUZ-F
5. WKLQ-F	5. WKLQ-F	5. WCUZ-F	5. WSNX A/F	5. WMUS-F
6.	WLHT-F	WGRD-F	6.	6.

FORMATS	AM	FM	TOTAL	%	FAL 87 %
TOP 40/CHR/CONTEMP		174 (3)	174 (3)	24.2	20.7
AOR/CLASSIC		66 (1)	66 (1)	9.2	13.1
AC/OLDIES/SOFT ROCK	14 (1)	160 (4)	174 (5)	24.2	18.2
MOR/VARIETY/FULL	67 (3)	4 (1)	71 (4)	9.9	11.1
COUNTRY	28 (1)	88 (3)	116 (4)	16.2	17.9
BLACK/URBAN	6 (1)		6 (1)	0.8	1.6
BTFL/EZ		82 (3)	82 (3)	11.4	11.6
NEWS/TALK	4 (1)		4 (1)	0.6	0.6
NOSTALGIA					
RELIGION/GOSPEL	1 (1)	24 (2)	25 (3)	3.5	4.4
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
OTHERS/UNKNOWN					0.9
RADIO STATIONS			718 (25)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WFUR-F	102.9	Grand Rapids	.1/ .9
WGHN	1370	Grand Haven	.1/ .4
WGHN-F	92.1	Grand Rapids	.5/1.7
WHTC	1450	Holland	1.5/3.4
WJQK-F	99.3	Zuland	.6/3.3
WKWM	1140	Kentwood	.7/1.3
WLAV	1340	Grand Rapids	1.7/3.8
WEVS-F	92.7	Saugatuck	.7/2.2
WPLB-F	107.3	Greenville	.5/1.6
WQLR-F	106.5	Kalamazoo	.6/3.1
WQWQ-F	101.7	Muskegon Hts.	.4/1.2
WGN	720	Chicago	.5/1.5

NOTES: WPLB A/F (Greenville) sold to Goodrich for $2,800,000 (MVP).

WCUZ,	1230,	1 KW	, COUNTRY	ABC-I, $ 30.00 (Christal)	Federated	
WFUR,	1570,	1 KW	, RELIGION	, $ 10.00 (---)	Kuiper	
WKTH,	1410,	1 KW (DAYS)	, OLDIES	SMN, $ 17.00 (Durpetti)	Regional	
WKWM,	1140,	5 KW (DAYS,DA)	, BLACK	SBN, $ 16.00 (Patt)		
WLAV,	1340,	1 KW	, OLDIES	Trans, $ 17.00 (MMR)	Adams	
WMAX,	1480,	5 KW (DA-N)	, RELIGION	, $ 10.00 (---)		
WOOD,	1300,	5 KW (DA-N)	, MOR	NBC, $ 61.00 (Katz)	United Artists	
WCUZ-F,	101.3,	50 KW @ 420,	COUNTRY	ABC-E, $ 66.00 (Christal)	Federated	
WFUR-F,	102.9,	48 KW @ 510,	RELIGION	, $ 15.00 (---)	Kuiper	
WGRD-F,	97.9,	30 KW @ 590,	CHR	ABC-C, $ 44.00 (Durpetti)		
WJFM-F,	93.7,	320 K2 @ 780,	OLDIES	CBS-R, $ 28.00 (Mc-Guild)		
WKLQ-F,	94.5,	50 KW @ 500,	CHR	, $ 56.00 (Eastman)	Bloomington	(HOLLAND)
WLAV-F,	96.9,	50 KW @ 500,	AOR	Source, $ 70.00 (MMR)	Adams	
WLHT-F,	95.7,	41 KW @ 554,	AC	, $ 63.00 (Republic)	Liggett	
WOOD-F,	105.7,	265 KW @ 810,	BTFL/EZ	NBC, $ 73.00 (Katz)	United Artists	
WYXX-F,	96.1,	50 K2 @ 420,	SOFT AC	, $ 24.00 (Patt)		(HOLLAND)
WMUS-F,	106.9,	50 KW @ 480,	COUNTRY	, $ 40.00 (HNWH)		(MUSKEGON)
WSNX-F,	10 .5,	50 KW @ 360,	CHR	, $ 32.00 (Christal)	Goodrich	(MUSKEGON)

American Radio Fall, 1988, Copyright 1989

GREENSBORO - WINSTON SALEM

Arbitron Rank/Pop (12+): 50/771,900

MSA Rank/Pop: 57/913,600
ADI# 47
Average Person Ratings: 17.9
Market TSL: 23.8 Hours

Stations: 30/23
Diaries: 1259/613:1/59.3%
Sample Target: 1070
% Below Line: 4.7%
% Not Listed: 11.7%

1988 Revenue: $21,600,000
HH/ Inc: $31,060
Retail $: 6.5 Bil
Pop per Station: 33,561
#1 Biller: WTQR-F $4,400,000

12+ METRO		1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4BOOK AVG	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. WTQR-F	(C)	232/16.8	18.1	17.5	18.6	14.8	17.8	393/ 3688	1975/25.6	27.0	27.3	107	18.0	231	2150	WTQR-F
2. WQMG-F	(B)	123/ 8.9	7.9	4.6	5.4	7.8	6.7	171/ 1570	983/12.7	10.6	11.4	92	8.4	108	921	WQMG-F
3. WKRR-F	(AOR)	115/ 8.3	9.9	13.3	7.4	8.6	9.7	148/ 2001	1335/17.3	17.3	15.4	93	12.9	166	1338	WKRR-F
4. WMAG-F	(AC)	94/ 6.8	7.9	6.7	6.5	8.5	7.0	142/ 1828	1177/15.2	15.8	18.7	156	8.2	105	1397	WMAG-F
5. WKZL-F	(CHR)	85/ 6.2	7.3	7.1	6.2	6.0	6.7	127/ 1958	1320/17.1	17.0	16.9	77	8.2	105	1447	WKZL-F
6. WKSI-F	(CHR)	74/ 5.4	5.9	4.5	5.5	4.9	5.3	140/ 2155	1237/16.0	16.6	14.8	67	6.6	84	1305	WKSI-F
7. WSJS	(MOR)	69/ 5.0	3.7	4.5	5.6	4.7	4.7	75/ 1066	937/12.1	10.3	11.8	72	3.9	50	685	WSJS
8. WBIG-F	(C)	52/ 3.8	4.4	5.0	4.9	6.9	4.5	106/ 1536	759/ 9.8	12.8	15.5	105	3.2	41	467	WBIG-F
9. WOJY-F	(AC)	43/ 3.1	4.3	5.2	5.3	4.1	4.5	100/ 1462	792/10.3	12.2	10.7	135	3.0	38	475	WOJY-F
WMQX-F	(O)	43/ 3.1	2.0	1.7	2.3	2.0	2.3	75/ 1232	800/10.4	6.8	8.4	171	2.3	30	488	WMQX-F
11. WMFR	(BB)	34/ 2.5	2.7	1.9	1.7	1.8	2.2	34/ 330	330/ 4.3	3.3	4.0	52	1.2	16	192	WMFR
12. WWMY-F	(EZ)	32/ 2.3	2.4	1.7	1.8	1.4	2.1	39/ 622	410/ 5.3	5.2	4.6	117	2.0	25	360	WWMY-F
13. WAAA	(B)	27/ 2.0	2.7	2.5	3.0	2.2	2.6	27/ 320	320/ 4.1	6.1	4.6	90	3.8	49	570	WAAA
14.																
15.																

12+ FM SHARE (METRO): 82.74% (1007 of 1217 (FAL 87: 83.65%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WKSI-F>	1. WKRR-F>	1. WTQR-F>	1. WTQR-F>	1. WTQR-F>	1. WTQR-F>>	1. WTQR-F>>	1. WTQR-F>>	1. WTQR-F>	1. WQMG-F	1. WTQR-F<
2. WKZL-F	2. WTQR-F	2. WKRR-F	2. WMAG-F>	2. WMAG-F	2. WSJS	2. WSJS	2. WKRR-F	2. WQMG-F<	2. WTQR-F	2. WQMG-F>
3. WKRR-F	3. WQMG-F	3. WQMG-F	3. WQMG-F	3. WQMG-F	3. WMAG-F	3. WKRR-F	3. WMAG-F	3. WKRR-F	3. WKRR-F	3. WMFR<
WQMG-F	4. WKZL-F>	4. WMAG-F	4. WKRR-F	4. WKRR-F	4. WQMG-F	4. WQMG-F<	4. WKZL-F	4. WMAG-F	4. WKSI-F	4. WSJS
5.	5. WMAG-F<	5. WKZL-F	5. WMQX-F	5. WMQX-F	5. WOJY-F<	5. WMAG-F	WQMG-F	5. WKZL-F<	5. WKZL-F	5. WKRR-F
6.	6. WKSI-F	6.	6. WKZL-F	6. WKZL-F	6. WBIG-F	6.	6.	6. WKXR	6.	6.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WQMG-F	1. WKRR-F	1. WKRR-F	1. WTQR-F>	1. WTQR-F>
2. WKZL-F	WQMG-F	2. WTQR-F	2. WMAG-F	2. WMAG-F>
3. WKRR-F	3. WMAG-F	3. WMAG-F	3. WQMG-F	3. WKRR-F
WTQR-F	WQMC-F	4. WQMG-F	4. WKRR-F	WQMG-F
5. WKSI-F	5. WKZI-F	5. WKZL-F	5. WKZL-F	5. WKZL-F
6. WMAG-F	6. WMAG-F	6.	6.	6.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WKRR-F>>	1. WKRR-F>	1. WKRR-F	1. WTQR-F	1. WTQR-F>
2. WQMG-F	2. WQMG-F	2. WQMG-F	2. WKRR-F	2. WQMG-F
3. WTQR-F	3. WTQR-F>	WTQR-F	3. WQMG-F	3. WKRR-F
4. WKZL-F>	4. WKZL-F	4. WMAG-F	4. WMAG-F	WMAG-F
5. WKSI-F	5. WMAG-F	5. WKZL-F	5. WKZL-F	5. WMQX-F
6.	6.	6.	6.	6.

FORMATS	AM	FM	TOTAL	%	FAL 87 %
TOP 40/CHR/CONTEMP		185 (4)	185 (4)	15.2	14.0
AOR/CLASSIC		115 (1)	115 (1)	9.4	9.6
AC/OLDIES/SOFT ROCK		192 (5)	192 (5)	15.8	20.8
MOR/VARIETY/FULL	80 (2)		80 (2)	6.6	6.1
COUNTRY	7 (1)	312 (4)	319 (5)	26.2	26.7
BLACK/URBAN	46 (2)	123 (1)	169 (3)	13.9	12.9
BTFL/EZ		38 (2)	38 (2)	3.1	1.5
NEWS/TALK					
NOSTALGIA	34 (1)		34 (1)	2.8	0.4
RELIGION/GOSPEL	43 (3)	28 (2)	71 (5)	5.8	6.8
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
OTHERS/UNKNOWN		14 (2)	14 (2)	1.2	1.3
			1217 (30)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING			
WEAL	1510	Greensboro	1.4/2.9
WHPE-F	95.5	High Point	1.5/3.8
WKEW	1400	Greensboro	.8/2.8
WKXR	1260	Asheboro	.5/1.1
WPCM-F	101.1	Burlington	1.2/4.4
WPET	950	Greensboro	.9/2.0
WSMX	1500	Winston-Salem	1.0/2.0
WTHP-F	98.3	Thomasville	.4/1.9
WTNC	790	Thomasville	1.2/3.0
WWGL-F	94.1	Lexington	.6/2.2
WDCG-F	105.1	Durham	.9/3.3
WEZC-F	104.7	Charlotte	.5/2.2
WFMX-F	105.7	Statesville	.6/2.4
WRDX-F	106.5	Salisbury	.4/1.5
WRLX-F	102.9	Hickory	.4/1.2
WROQ-F	95.1	Charlotte	.9/2.4
WSOC-F	103.7	Charlotte	.9/3.0

RADIO STATIONS

AM STATIONS

WAAA,	980,	1 KW (DAYS)	, BLACK	NBN,	$ 21.00 (---)		
WEAL,	1510,	1 KW	, BLACK	SBN,	$ 15.00 (HNWH)		
WMFR,	1230,	1 KW	, NOSTALGIA	ABC-E,ABC-I,	$ 20.00 (MMR)	Voyager	
WPET,	950,	500 W (DAYS)	, RELIGION	,	$ 12.00 (Republic)	Bahakel	
WSJS,	600,	5 KW (DA-2)	, MOR	MBS,NBC,	$ 63.00 (Mc-Guild)	Newmarket	
WTNC,	790,	1 KW (DAYS)	, GOSPEL	,	$ 6.00 (---)		**(THOMASVILLE)**
WGLD,	1320,	5 KW (DA-2)	, OLDIES	,	$ NA (Christal)	Mann	

FM STATIONS

WBIG-F,	102.1,	61 KW @ 1160,	BLACK	,	$ 46.00 (HNWH)	Beasley	**(REIDSVILLE)**
WHPE-F,	95.5,	100 KW @ 440,	RELIGION	,	$ 14.00 (---)		
WKRR-F,	92.3,	100 KW @ 1276,	CLASSIC ROCK	,	$ 78.00 (MMR)	Dick	**(ASHEBORO)**
WKSI-F,	98.7,	100 KW @ 814,	CHR	,	$ 62.00 (Republic)	Bahakel	
WKZL-F,	107.5,	100 KW @ 500,	CHR	ABC-R,	$ 70.00 (Katz)	Nationwide	
WMAG-F,	99.5,	100 KW @ 1500,	AC	,	$ 76.00 (MMR)	Voyager	
WMQX-F,	93.1,	100 KW @ 1050,	OLDIES	,	$ 39.00 (Durpetti)		
WOJY-F,	100.3,	100 KW @ 1049,	SOFT AC	,	$ 61.00 (Mc-Guild)	Mann	
WQMG-F,	97.1,	100 KW @ 555,	BLACK	CBS-R,	$ 59.00 (HNWH)		
WTQR-F,	104.1,	100 KW @ 1420,	COUNTRY	,	$130.00 (Mc-Guild)	Newmarket	
WWMY-F,	94.5,	27 KW @ ?? ,	BTFL	,	$ NA (Katz)		**(EDEN)**

CALLS	FORMATS	SALES
	WMQX: From AC to OLDIES (Nov.) WBIG: From COUNTRY to BLACK/URBAN (Jan).	

GREENVILLE-NEW BERN-WASHINGTON, NC
(Coastal Carolina)

Arbitron Rank/Pop (12+): 84/416,800

MSA Rank/Pop: NA
ADI# 102
Average Person Ratings: 16.8
Market TSL: 22.5 Hours

Stations: 22/15
Diaries: 879/474:1/56.9%
Sample Target: 790
% Below Line: 6.7%
% Not Listed: 11.6%

1988 Revenue: $ NA
HH/ Inc: $ NA
Retail $: NA
Pop per Station: 27,787
#1 Biller: NA

12+ METRO		1/4/SHARE	SPG 88	FAL 87	SPG 87	FAL 86	4BOOK AVG	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. WIKS-F	(B)	137/19.6	23.1	24.9	24.5	4.9	---	193/ 1725	1225/29.4	27.5	30.2	86				WIKS-F
2. WRNS-F	(C)	105/15.0	14.4	16.1	12.4	12.0	---	168/ 1598	936/22.5	23.2	23.5	130				WRNS-F
3. WDLX-F	(CHR)	67/ 9.6	11.6	9.5	12.4	11.2	---	131/ 1982	1108/26.6	22.0	20.0	76				WDLX-F
4. WZYC-F	(AOR)	57/ 8.2	7.0	4.3	6.9	7.0	---	59/ 633	617/14.8	13.4	8.2	113				WZYC-F
5. WNCT-F	(EZ)	55/ 7.9	5.8	8.7	6.3	7.8	---	85/ 886	524/12.6	11.1	14.3	99				WNCT-F
6. WSFL-F	(C)	43/ 6.2	7.6	5.4	5.7	5.9	---	43/ 632	591/14.2	18.0	13.6	187				WSFL-F
7. WRCM-F	(C)	27/ 3.9	2.0	1.9	1.8	3.0	---	30/ 395	327/ 7.8	5.0	4.9	121				WRCM-F
8. WXQR-F	(AOR)	20/ 2.9	3.1	3.2	3.2	1.6	---	23/ 355	326/ 7.8	5.9	5.9	69				WXQR-F
WHTE-F	(?)	20/ 2.9	---	---	---	.9	---	27/ 284	136/ 3.3	---	---	10				WHTE-F
10.																

12+ FM SHARE (METRO): 93.85% (580 of 618) (FAL 87: 94.12%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WIKS-F>>	1. WIKS-F>	1. WIKS-F	1. WRNS-F	1. WRNS-F	1. WRNS-F>	1. WIKS-F	1. WIKS-F	1. WIKS-F>	1. WIKS-F>	1. WIKS-F
2. WDLX-F>>	2. WZYC-F	2. WRNS-F>	2. WIKS-F	2. WIKS-F>	2. WNCT-F	2. WRNS-F>>	2. WRNS-F>	2. WRNS-F>	2. WDLX-F	2. WZYC-F<
3.	3. WDLX-F	3. WZYC-F	3. WZYC-F	3. WSFL A/F	3. WIKS-F	3. WDLX-F	3. WNCT-F<	3. WDLX-F	3. WRNS-F	3. WRNS-F
4.	4. WRNS-F	4. WDLX-F	4. WDLX-F	4. WZYC-F	4.	4. WZYC-F	4. WZYC-F	4. WNCT-F	4. WZYC-F	4.
5.	5.	5.	5.	5.	5.	5.	5.	5. WZYC-F	5.	5.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WIKS-F>>	1. WIKS-F>>	1. WIKS-F>>	1. WIKS-F>>	1. WIKS-F	1. WDLX-F	1. WZYC-F	1. WIKS-F	1. WRNS-F	1. WRNS-F>
2. WHTE-F	2. WDLX-F	2. WDLX-F	2. WRNS-F>	WRNS-F>	2. WZYC-F	2. WDLX-F	WZYC-F	2. WZYC-F	~~2.~~ WIKS-F
3. WDLX-F	3. WZYC-F	WSFL A/F	3. WLDX-F	3. WSFL A/F	3. WRNS-F	3. WIKS-F	3. WSFL A/F	3. WIKS-F<	3. WZYC-F
4.	4. WRNS-F	4. WRNS-F	4. WSFL A/F	4. WNCT-F	4. WIKS-F	4. WRNS-F	4. WRNS-F	4. WDLX-F	4. WSFL A/
5.	5.	WZYC-F	5. WNCT-F	5. WDLX-F	5. WXQR-F	5.	5. WDLX-F	5.	5.

FORMATS	AM	FM	TOTAL	%	FAL 87 %
TOP 40/CHR/CONTEMP		73 (3)	73 (3)	11.8	12.7
AOR/CLASSIC		89 (3)	89 (3)	14.4	10.9
AC/OLDIES/SOFT ROCK	-	63 (4)	63 (4)	10.2	8.5
MOR/VARIETY/FULL	18 (2)		18 (2)	2.9	2.4
COUNTRY	13 (1)	140 (3)	153 (4)	24.8	31.7
BLACK/URBAN	4 (1)	140 (2)	144 (3)	23.3	32.4
BTFL/EZ		55 (1)	55 (1)	8.9	
NEWS/TALK					
NOSTALGIA	3 (1)		3 (1)	0.5	
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
OTHERS/UNKNOWN		20 (1)	20 (1)	3.2	1.6
RADIO STATIONS			618 (22)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WELS	1010	Kinston	1.9/3.0
WJNC	1240	Jacksonville	.7/2.1
WKCP-F	97.7	Kinston	1.1/2.2
WNOS	1450	New Bern	.4/ .7
WOOW	1340	Greenville	.6/1.7
WRQR	943	Farmville	1.0/3.1
WEQR-F	96.9	Goldsboro	.4/1.9
WTGM	590	Wilson	1.9/1.2
WOKN-F	102.3	Goldsboro	.4/2.8
WRAL-F	101.5	Raleigh	1.0/3.0
WRDU-F	106.1	Wilson	1.7/4.5

WELS,	1010,	1 KW (DAYS)	, COUNTRY		, $ 12.00	(---)		(KINSTON)	Jack Hankins
WFTC,	960,	5 KW/1 KW (DA-N)	, COUNTRY		, $ 10.00	(Mc-Guild)	Beasley	(KINSTON)	Webster James
WNCT,	1070,	10 KW (DA-2)	. OLDIES		, $ 10.00	(Katz)	Park	(GREENVILLE)	Scott Cherney
WDLX-F,	93.3,	100 KW @ 1900,	CHR	ABC-F,	$ 34.00	(Banner)		(WASHINGTON)	Bob Frowein
WIKS-F,	101.9,	100 KW @ 1020,	BLACK	ABC-C,	$ 46.00	(HNWH)	Joyner	(NEW BERN)	Curtin Downey
WNCT-F,	107.9,	100 KW @ 1800,	BTFL/EZ	US 2, ABC-E,	$ 30.00	(Katz)	Park	(GREENVILLE)	Scott Cherney
WKCP-F,	97.7,	3 KW @ 300,	COUNTRY	,	$ 16.00	(---)		(KINSTON)	Sam Cooper
WRCM-F,	98.7,	11 KW @ 1015,	COUNTRY	MBS,	$ 18.00	(Eastman)		(JACKSONVILLE)	Ron Brown
WRNS-F,	95.1,	100 KW @ ?? ,	COUNTRY	,	$ 34.00	(Mc-Guild)	Beasley	(KINSTON)	Webster James
WSFL-F,	106.5,	100 KW @ 915,	AC	US 1,	$ 25.00	(Torbet)	Caravelle	(NEW BERN)	Jack Quick
WXQR-F,	105.5,	3 KW @ 246,	AOR	Source,	$ 16.00	(Market 4)		(JACKSONVILLE)	Bill Waldron
WZYC-F,	103.3,	100 KW @ 600,	AOR	ABC-R,	$ 17.00	(Mc-Guild)		(NEW PORT)	Phil Martin

Other ranked stations - See Raleigh

NOTES: WIKS-F sold by Joyner for $4,500,000 (Richards).

GREENVILLE-SPARTANBURG

Arbitron Rank/Pop (12+): 67/517,000	Stations: 28/20	1988 Revenue: $4,700,000
	Diaries: 841/615:1/52.5%	HH/ Inc: $27,214
MSA Rank/Pop: 80/618,600	Sample Target: 880	Retail $: 4.1 Bil
ADI# 36 (W/Ashville)	% Below Line: 6.8%	Pop per Station: 25,850
Average Person Ratings: 17.4	% Not Listed: 9.4%	#1 Biller: WESC A/F $4,700,000
Market TSL: 22.8 Hours		

12+ METRO		1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4BOOK AVG	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. WESC-F	(C)	108/12.0	10.5	12.7	13.3	13.1	12.1	259/ 2787	1145/22.1	22.1	24.2	113	10.6	95	1114	WESC-F
2. WANS-F	(CHR)	101/11.2	9.4	10.4	10.7	6.2	10.4	189/ 2127	1232/23.8	22.3	18.2	63	12.4	111	1316	WANS-F
3. WSSL A/F	(C)	95/10.6	7.8	12.2	8.2	9.0	9.7	209/ 2439	1134/21.9	19.9	17.7	112	9.6	83	933	WSSL A/F
4. WFBC-F	(AC)	78/ 8.7	7.8	12.2	8.2	9.0	8.3	146/ 2012	1185/22.9	21.7	24.0	132	8.9	80	901	WFBC-F
5. WSPA-F	(EZ)	73/ 8.1	7.4	6.4	9.5	8.0	7.9	162/ 1564	759/14.7	12.8	16.6	84	3.9	35	734	WSPA-F
6. WLWZ-F	(B)	48/ 5.3	6.7	8.0	9.1	1.1	7.3	54/ 630	575/11.1	10.5	3.5	121	9.8	88	692	WLWZ-F
7. WMYI-F	(AC)	45/ 5.0	6.3	3.6	5.4	6.8	5.1	145/ 1905	782/15.1	14.0	15.1	126	7.0	63	642	WMYI-F
8. WCKN-F	(AOR)	40/ 4.5	6.2	5.0	5.0	4.2	5.2	69/ 1225	725/14.0	10.7	16.2	82	6.9	62	795	WCKN-F
9. WHYZ	(B)	37/ 4.1	3.8	3.9	2.3	6.5	3.5	46/ 469	332/ 6.4	6.2	9.1	149	3.0	27	546	WHYZ
10. WORD	(MOR)	30/ 3.3	.6	1.9	2.3	2.0	2.0	30/ 288	288/ 5.6	5.4	6.2	124	.6	5	228	WORD
11. WCKZ-F	(B)	24/ 2.7	5.3	5.4	2.3	---	3.9	50/ 706	305/ 5.9	6.6	---	52	5.8	52	512	WCKZ-F
12. WMUU-F	(EZ)	19/ 2.1	1.7	1.1	1.7	2.0	1.7	20/ 310	248/ 4.8	3.4	4.6	100	.9	8	166	WMUU-F
13. WSPA	(MOR)	18/ 2.0	2.1	2.8	1.7	2.6	2.2	18/ 370	349/ 6.8	6.4	6.1	40	1.1	10	276	WSPA
14. WFBC	(N/T)	17/ 1.9	2.2	1.5	1.2	1.5	1.7	19/ 325	265/ 5.1	4.7	3.5	63	1.3	12	211	WFBC
15. WBBO-F	(J/NA)	14/ 1.6	1.4	1.1	.8	---	1.2	27/ 451	163/ 3.2	2.6	---	156	1.1	10	171	WBBO-F

12+ FM SHARE (METRO): 83.66% (681 of 814) (FAL 87: 75.83%)

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   TEENS      18-34       18-49       25-49       25-54        35+        12+ AMD     12+ MID     12+ PMD      12+ EVE    OVERNIGHT

1. WANS-F>> 1. WANS-F> 1. WANS-F< 1. WESC-F<  1. WESC-F  1. WESC-F>  1. WESC-F> 1. WESC-F   1. WANS-F    1. WANS-F>>1. WSSL-F
2. WLWZ-F   2. WSSL A/F2. WSSL AF<2. WFBC-F   2. WSSL A/F2. WSPA-F   2. WFBC-F< 2. WSSL-F   2. WESC-F    2. WORD<   2. WESC-F
   WCKZ-F   3. WFBC-F  3. WESC-F< 3. WSSL A/F 3. WFBC-F> 3. WSSL A/F 3. WANS-F< 3. WSPC-F   3. WSSL-F    3. WSSL-F  3. WSPA-F
4.          4. WCKN-F  4. WFBC-F> 4. WANS-F   4. WANS-F  4. WFBC-F   4. WSSL-F> 4. WFBC-F   4. WSPA-F    4. WLWZ-F  4. WANS-F
5.          5. WMYI-F  5. WMYI-F  5. WLWZ-F<  5. WSPA-F  5. WHYZ     5. WSPA-F  5. WANS-F   5. WFBC-F    5. WESC-F     WFBC-F
6.          6.         6. WLWZ-F  6. WMYI-F   6. WLWZ-F< 6.          6.         6.          6. WLWZ-F    6.         6.
7.          7.         7.         7.          7. WMYI-F  7.          7.         7.          7.           7.         7.
 WOM 18-24   WOM 18-34  WOM 25-34  WOM 18-49  WOM 25-54              MEN 18-24   MEN 18-34   MEN 25-34   MEN 18-49   MEN 25-54

1. WANS-F>> 1. WANS-F> 1. WFBC-F  1. WANS-F  1. WFBC-F               1. WANS-F    1. WANS-F    1. WSSL A/F1. WESC-F  1. WESC-F>
2. WSSL-F>  2. WFBC-F  2. WLWZ-F  2. WFBC-F< 2. WSSL A/F<            2. WCKN-F>>  2. WCKN-F    2. WANS-F> 2. WSSL A/F2. WSSL A/F
3. WMYI-F>     WSSL A/F3. WMYI-F  3. WSSL A/F3. WSPA-F               3. WSSL A/F>    WSSL A/F>3. WESC-F  3. WANS-F  3. WFBC-F
4. WESC-F   4. WMYI-F  4. WSSL A/F4. WSPA-F< 4. WESC-F               4. WESC-F    4. WESC-F       WFBC-F  4. WFBC-F  4. WANS-F
5.          5. WLWZ-F  5.         5. WLWZ-F  5. WLWZ-F                  WFBC-F       WFBC-F   5. WCKN-F  5. WCKN-F  5. WHYZ
6.          6.         6.            WMYI-F< 6. WMYI-F               6.           6.           6.         6.         6.
                                  7. WESC-F
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FORMATS	AM	FM	TOTAL	%	FAL 87 %
TOP 40/CHR/CONTEMP		121 (4)	121 (4)	14.9	17.6
AOR/CLASSIC		44 (2)	44 (2)	5.4	0.4
AC/OLDIES/SOFT ROCK		129 (3)	129 (3)	15.8	22.5
MOR/VARIETY/FULL	48 (2)		48 (2)	5.9	5.1
COUNTRY	10 (3)	205 (3)	215 (6)	26.4	27.2
BLACK/URBAN	47 (2)	72 (2)	119 (4)	14.6	9.9
BTFL/EZ		92 (2)	92 (2)	11.3	11.1
NEWS/TALK	17 (1)		17 (1)	2.1	
NOSTALGIA					
RELIGION/GOSPEL	4 (1)		4 (1)	0.5	1.1
SPANISH					
CLASSICAL					
JAZZ/NEW AGE		14 (1)	14 (1)	1.7	
OTHERS/UNKNOWN	7 (1)	4 (1)	11 (2)	1.4	5.0

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WASC	1530	Spartanburg	1.1/3.2
WBBR	1580	Travelers Rest	.8/1.2
WCKI	1300	Greer	.4/1.0
WESC	660	Greenville	.4/2.3
WKDY	1400	Spartanburg	.6/2.2
WAGI-F	105.3	Gaffney	.3/2.3
WBFM-F	98.1	Seneca	.4/1.1
WKSF-F	99.9	Asheville	.6/5.1
WBCY-F	107.9	Charlotte	1.3/4.6
WROQ-F	95.1	Charlotte	.3/2.1
WWMG-F	96.1	Shelby	.7/3.0
WXRC-F	95.7	Hickory	.4/1.7

NOTES: WELP,WLWZ-F (Easley sold to Voyager for $2,600,000 (Whittle).

RADIO STATIONS 814 (28)

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WASC,    1530,   1 KW (DAYS)        , BLACK       NBC, ABC-C, $ 15.00 (---)
WFBC,    1330,   5 KW (DA-N)        , MOR/TALK           NBC, $ 17.00 (Katz)       Multimedia
WHYZ,    1070,  50 KW (DAYS, DA)    , BLACK       SBN, ABC-C, $ 25.00 (HNWH)
WORD,     910,   5 KW/1 KW (DA-2)   , AC                 UPI, $ 14.00 (Masla)
WSPA,     950,   5 KW (DA-N)        , MOR                CBS, $ 24.00 (Mc-Guild)

WANS-F,  107.3, 100 KW @ 1008, CHR                          , $ 44.00 (Christal)   Degree                 (ANDERSON)
WCKN-F,  101.1, 100 KW @  994, CLASSIC ROCK            ABC-R, $ 40.00 (Durpetti)                          (ANDERSON)
WESC-F,   92.5, 100 KW @ 2000, COUNTRY                 ABC-E, $ 76.00 (Banner)
WFBC-F,   93.7, 100 KW @ 1840, AC                           , $ 80.00 (Katz)       Multimedia
WMUU-F,   94.5, 100 KW @ 1200, BTFL/EZ                   APR, $ 16.00 (---)
WMYI-F,  102.5,  35 KW @ 3117, AC                           , $ 45.00 (Republic)   AmCom
WSPA-F,   98.9, 100 KW @ 1910, BTFL/EZ                      , $ 52.00 (Mc-Guild)
WSSL-F,  100.5, 100 KW @ 1280, COUNTRY                   MBS, $ 54.00 (Christal)   Sterling             (GRAY COURT)
WLWZ-F,  103.9,   3 KW @  328, BLACK                        , $ 33.00 (HNWH)       Voyager                 (EASLEY)
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American Radio Fall, 1988, Copyright 1989

HARRISBURG

Arbitron Rank/Pop (12+): 72/493,900

MSA Rank/Pop: 87/584,900
ADI# 46 (W/York & Lancaster)
Average Person Ratings: 16.8
Market TSL: 22.3 Hours

Stations: 29/18
Diaries: 940/525:1/54.4%
Sample Target: 880
% Below Line: 19.2%
% Not Listed: 12.9%

1988 Revenue: $12,900,000
HH/ Inc: $33,463
Retail $: 4.8 Bil
Pop per Station: 27,439
#1 Biller: WNNK-F $4,800,000

12+ METRO		1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4BOOK AVG	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. WNNK-F	(CHR)	172/20.8	17.3	21.7	19.5	20.2	19.8	196/ 2418	2020/40.9	36.3	35.6	101	26.3	168	1621	WNNK-F
2. WRKZ-F	(C)	64/ 7.7	7.8	8.0	8.1	6.6	7.9	157/ 1876	716/14.5	16.0	14.3	116	9.7	62	520	WRKZ-F
3. WHP	(MOR)	59/ 7.1	5.6	6.1	7.7	7.7	6.6	64/ 889	738/14.9	13.2	16.5	61	6.4	41	418	WHP
4. WIMX-F	(AC)	53/ 6.4	6.0	5.5	2.9	3.7	5.2	66/ 967	785/15.9	15.2	11.3	139	7.4	47	727	WIMX-F
5. WTPA-F	(AOR)	50/ 6.0	6.0	6.7	5.4	3.3	6.0	66/ 835	597/12.1	11.0	8.7	120	9.9	63	613	WTPA-F
6. WNCE-F	(EZ)	49/ 5.9	7.7	5.0	5.6	5.3	6.1	158/ 1902	625/12.7	12.1	10.6	53	2.8	18	254	WNCE-F
7. WHP-F	(AC)	38/ 4.6	5.8	5.1	7.1	7.1	5.7	48/ 878	746/15.1	12.7	14.7	102	3.3	21	432	WHP-F
8. WQXA-F	(CHR)	35/ 4.2	4.7	3.1	3.5	3.8	3.9	97/ 1824	670/13.6	12.8	12.2	74	4.1	26	511	WQXA-F
9. WHYL A/F	(C)	27/ 3.3	5.0	3.9	6.0	4.8	4.6	28/ 434	401/ 8.1	9.2	8.2	164	5.6	36	362	WHYL A/F
10. WLBR	(MOR)	24/ 2.9	3.4	2.5	2.3	3.5	2.8	24/ 396	365/ 7.4	6.8	8.8	55	---	---	---	WLBR
11. WHTF-F	(AOR)	18/ 2.2	2.9	1.6	3.2	3.8	2.5	65/ 1055	419/ 8.5	6.4	7.7	123	2.8	18	200	WHTF-F
12. WHGB	(BB)	17/ 2.1	1.2	2.3	1.4	2.1	1.8	17/ 299	293/ 5.9	3.8	4.3	43	.9	6	152	WHGB
13. WLAN-F	(CHR)	12/ 1.4	1.2	.9	.9	1.3	1.1	90/ 1441	318/ 6.4	3.5	5.2	79	.2	1	30	WLAN-F
WCMB	(O)	12/ 1.4	2.4	3.2	2.6	3.9	2.4	17/ 441	405/ 8.2	7.4	11.3	143	2.0	13	232	WCMB

12+ FM SHARE (METRO): 81.00% (584 of 721) (FAL 87: 75.03%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WNNK-F>>	1. WNNK-F>>	1. WNNK-F>>	1. WNNK-F>>	1. WNNK-F>>	1. WNNK-F	1. WNNK-F>>	1. WNNK-F>>	1. WNNK-F>>	1. WNNK-F>>	1. WRKZ-F>
2. WQXA-F>>	2. WTPA-F	2. WIMX-F	2. WIMX-F	2. WIMX-F	2. WHP	2. WHP	2. WIMX-F	2. WNCE-F<	2. WQXA-F	2. WNNK-F>>
3.	3. WIMX-F	WTPA-F	3. WTPA-F<	WRKZ-F	3. WRKZ-F<	3. WRKZ-F	3. WRKZ-F	3. WIMX-F<	3. WRKZ-F	3. WLBR
4.	4. WHP-F	4. WRKZ-F	4. WKRZ-F	4. WTPA-F	4. WLAN-F>	4. WIMX-F<	4. WTPA-F	4. WTPA-F	4. WNCE-F>	4. WHP
5.	5. WRKZ-F	5. WHP-F	5. WHP-F	5. WHYL A/F	5. WIMX-F<	5. WTPA-F	WNCE-F>	5. WRKZ-F<	5. WHP	WNCE-F
6.	6.	6.	6.	6.	WHYL A/F	6.	6. WHP	6. WHP-F<	WIMX-F	6.
					WLBR			7. WHP	WTPA-F	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WNNK-F>>	1. WNNK-F>>	1. WNNK-F>>	1. WNNK-F>>	1. WNNK-F>>	1. WNNK-F>>	1. WNNK-F>>	1. WNNK-F	1. WNNK-F>>	1. WNNK-F>>
2. WQXA-F	2. WIMX-F	2. WIMX-F>	2. WIMX-F>	2. WIMX-F	2. WTPA-F>>	2. WTPA-F>>	2. WTPA-F>>	2. WTPA-F>	2. WTPA-F
3. WPTA-F	3. WTPA-F	3. WHP-F	3. WRKZ-F	3. WRKZ-F	3. WHTF-F	3. WIMX-F	3. WIMX-F	3. WIMX-F	3. WRKZ-F
4. WIMX-F	4. WQXA-F	WTPA-F	4 WHP-F	4. WHYL A/F	4.	4. WHTF-F	WRKZ-F	4. WRKZ-F	4. WIMX-F
5. WHP-F	5. WHP-F	5.	WQXA-F	5. WHP-F	5.	5. WHP-F	5.	5. WHP-F	5.
								WHTF-F	

FORMATS	AM	FM	TOTAL	%	FAL 87 %
TOP 40/CHR/CONTEMP		229 (4)	229 (4)	31.8	27.8
AOR/CLASSIC		78 (4)	78 (4)	10.8	9.6
AC/OLDIES/SOFT ROCK	18 (2)	119 (5)	137 (7)	19.0	12.0
MOR/VARIETY/FULL	94 (4)		94 (4)	13.1	13.1
COUNTRY	3 (1)	97 (4)	100 (5)	13.9	13.6
BLACK/URBAN					
BTFL/EZ		56 (2)	56 (2)	7.8	13.4
NEWS/TALK					
NOSTALGIA	17 (1)		17 (1)	2.4	2.3
RELIGION/GOSPEL		5 (1)	5 (1)	0.7	2.8
SPANISH					
CLASSICAL					0.9
JAZZ/NEW AGE					
OTHERS/UNKNOWN	4 (1)		4 (1)	0.6	4.5
			720 (29)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAHT	1510	Annville	.7/2.2
WCTX-F	92.1	Palmyra	.8/2.7
WHKS-F	94.9	Harrisburg	1.0/4.9
WKBO	1230	Harrisburg	.7/5.3
WQIN	1290	Lykens	.6/1.0
WUFM-F	100.1	Lebanon	1.1/3.8
WWII	720	ShirmNstwn	.5/2.0
WARM-F	103.3	York	1.3/3.9
WDAC-F	94.5	Lancaster	.6/2.6
WIOV-F	105.1	Ephrata	.6/3.2
WYCR-F	98.5	York	1.2/5.9
WGMR-F	101.1	Tyrone	.5/1.5
WGRX-F	100.7	Westminister	.5/3.3
WQKX-F	94.1	Sunbury	.7/2.6

NOTES: WRKZ-F sold by Eastern to Zimmerman for $12,000,000 (E) (Blackburn). WHYL A/F (Carlisle) sold for $1,700,000 (Blackburn). WMSP changes calls to WHKS and format to AC (Oct.)/

RADIO STATIONS

WCMB,	1460,	5 KW (DA-N)	, OLDIES	NBC, $ 23.00	(Eastman)	McKenna	
WHGB,	1400,	1 KW	, NOSTALGIA	SMN, $ 18.00	(Mc-Guild)	Scott	
WHP ,	580,	5 KW (DA-N)	, MOR	CBS, $ 40.00	(Katz)	Commonwealth	
WKBO,	1230,	1 KW	, OLDIES	SMN, $ 21.00	(Banner)		
WLBR,	1270,	5 KW/1 KW (DA-2)	, MOR	ABC-I, $ 19.00	(K & P)		(LEBANON)
WHP-F,	97.3,	14 KW @ 840,	SOFT AC	ABC-D, $ 55.00	(Katz)	Commonwealth	
WHYL-F	102.3,	3 KW @ 328,	COUNTRY	APR, $ 34.00	(HNWH)		
WIMX-F,	99.3,	3 KW @ 328,	AC	, $ 42.00	(Eastman)		
WHKS-F,	94.9,	50 KW @ 700,	AC	, $ NA	(---)	Barnstable	
WNNK-F,	104.1,	22 KW @ 726,	CHR	APR, $ 80.00	(Christal)	Keymarket	
WRKZ-F,	106.7,	50 KW @ 500,	COUNTRY	ABC-E, $ 62.00	(Torbet)	Eastern	
WTPA-F,	93.5,	3 KW @ 300,	AOR	ABC-R, $ 31.00	(Republic)		

Other ranked stations - See York or Lancaster

HARTFORD

Arbitron Rank/Pop (12+): 40/969,100

MSA Rank/Pop: 43/1,096,200
ADI#23 (W/New Haven)
Average Person Ratings: 18.5
Market TSL: 24.0 Hours

Stations: 24/14
Diaries: 1300/745:1/49.0%
Sample Target: 1220
% Below Line: 13.0%
% Not Listed: 12.6%

1988 Revenue: $35,200,000
HH/ Inc: $41,923
Retail $: 9.4 Bil
Pop per Station: 69,221
#1 Biller: WTIC $10,000,000

12+ METRO		1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4BOOK AVG	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. WTIC	(MOR)	283/15.8	18.6	19.1	18.8	19.8	18.1	364/4463	3232/33.4	34.2	35.3	66	9.6	249	3211	WTIC
2. WTIC-F	(CHR)	218/12.2	13.8	13.9	14.6	14.8	13.6	313/5367	3360/34.7	31.4	31.8	100	9.8	294	3305	WTIC-F
3. WRCH-F	(EZ)	174/ 9.7	10.0	11.8	9.9	9.3	10.4	297/3378	1986/20.5	20.9	20.1	60	3.9	90	869	WRCH-F
4. WDRC-F	(O)	139/ 7.8	6.0	6.9	7.9	8.8	7.2	255/3360	1605/16.6	18.1	22.0	168	4.9	99	1496	WDRC-F
5. WIOF-F	(AC)	106/ 5.9	3.6	5.8	4.6	4.0	5.0	168/2590	1663/17.2	15.4	12.4	136	2.6	55	883	WIOF-F
6. WWYZ-F	(C)	101/ 5.6	1.2	2.0	1.6	2.0	2.6	169/2142	1096/11.3	6.7	6.0	145	4.0	57	800	WWYZ-F
7. WHCN-F	(AOR)	94/ 5.3	6.8	7.0	6.2	4.9	6.3	174/2750	1555/16.0	17.5	15.5	121	5.7	129	1687	WHCN-F
8. WKSS-F	(CHR)	87/ 4.9	5.7	5.6	4.6	5.0	5.2	153/3052	1573/16.2	18.1	16.6	80	5.6	90	1537	WKSS-F
9. WCCC-F	(AOR)	79/ 4.4	3.6	3.6	5.1	4.2	4.2	118/2213	1287/13.3	14.1	13.0	98	3.7	100	1372	WCCC-F
10. WRCQ	(BB)	54/ 3.0	3.8	2.5	3.8	3.5	3.3	57/ 668	604/ 6.2	6.9	7.6	13	1.1	31	381	WRCQ
11. WPOP	(N/T)	48/ 2.7	3.0	2.0	2.8	2.9	2.6	51/1104	1022/10.5	8.6	9.6	78	1.2	34	686	WPOP

12+ FM SHARE (METRO): 72.68% (1136 of 1563) (FAL 87: 65.98%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WTIC-F>	1. WTIC-F>	1. WTIC-F	1. WDRC-F	1. WDRC-F	1. WTIC>	1. WTIC>>	. WTIC-F	1. WTIC-F	1. WTIC>>	1. WTIC>>
2. WKSS-F>>	2. WHCN-F	2. WDRC-F>	2. WTIC-F>	2. WTIC-F	2. WRCH-F	2. WTIC-F>	2. WRCH-F	2. WTIC	2. WTIC-F	2. WRCH-F
3. WCCC A/F>	3. WDRC-F	3. WIOF-F	3. WTIC	3. WTIC	3. WDRC-F<	3. WDRC-F	3. WTIC	3. WRCH-F	3. WRCH-F	3. WDRC-F
4.	4. WCCC A/F	4. WHCN-F	4. WIOF-F	4. WWYZ-F<	4. WTIC-F	WRCH-F	4. WDRC-F	4. WDRC-F	4. WDRC-F	4. WPOP<
5.	5. WIOF-F	5. WTIC-F	5. WWYZ-F	5. WIOF-F	5. WWYZ-F	5. WCCC-F	5. WIOF-F	5. WIOF-F	5. WKSS-F	5. WTIC-F
6.	6. WKSS-F	6.	6. WHCN	6. WHCN-F	6.	6.	6.	6.	6.	6.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WTIC-F>>	1. WTIC-F>>	1. WTIC-F	1. WTIC-F>	1. WTIC-F<	1. WCCC A/F	1. WHCN-F	1. WHCN-F	1. WTIC-F	1. WDRC-F
2. WIOF-F	2. WIOF-F	2. WDRC-F	WDRC-F	2. WDRC-F	2. WTIC-F	2. WTIC-F<	2. WDRC-F	2. WDRC-F	2. WTIC-F
3. WKSS-F	3. WDRC-F>	3. WIOF-F>	WIOF-F>	3. WTIC	3. WHCN-F>	3. WDRC-F	3. WTIC-F	3. WHCN-F	3. WHCN-F<
4. WHCN-F	4. WKSS-F	4. WWYZ-F	4. WTIC	4. WIOF-F>	4. WKSS-F>	4. WKSS-F	4. WCCC A/F	4. WCCC A/F	4. WWYZ-F
5. WDRC-F	5. WHCN-F	5. WKSS-F	5.	5. WWYZ-F	5. WRCH-F	WWYZ-F	WWYRZ-F	5. WWYZ-F	5. WTIC
WKCI-F	6.	6.	6.	6. WRCH-F	WAQY-F	6.	6.	6. WTIC	6.

FORMATS	AM	FM	TOTAL	%	FAL 87 %
TOP 40/CHR/CONTEMP		339 (3)	339 (3)	21.7	23.5
AOR/CLASSIC		221 (4)	221 (4)	14.1	14.6
AC/OLDIES/SOFT ROCK	16 (1)	271 (4)	287 (5)	18.4	18.9
MOR/VARIETY/FULL	288 (2)		288 (2)	18.4	22.2
COUNTRY	8 (1)	106 (2)	114 (3)	7.3	1.0
BLACK/URBAN	6 (1)		6 (1)	0.4	1.0
BTFL/EZ		180 (2)	180 (2)	11.5	10.9
NEWS/TALK	55 (2)		55 (2)	3.5	3.7
NOSTALGIA	54 (1)		54 (1)	3.5	4.8
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
OTHERS/UNKNOWN		19 (1)	19 (1)	1.2	1.2
			1563 (24)		

OTHER RADIO STATIONS/METRO SHARE & CUME RATING

WDRC	1360	Hartford	.9/4.9
WILI-F	98.3	Willimantic	1.1/2.0
WKHT	1230	Manchester	.4/1.7
WKND	1480	Windsor	.3/1.5
WCTY-F	97.7	Norwick	.3/1.0
WKCI-F	101.3	Hamden	1.9/8.7
WPLR-F	99.1	New Haven	1.2/7.9
WAQY-F	102.1	Springfield	1.5/7.8
WFAN	660	New York	.4/2.0
WHYN-F	560	Springfield	.6/2.8
WMAS-F	94.7	Springfield	.6/1.5

RADIO STATIONS

WDRC,	1360,	5 KW (DA-N)	, OLDIES	,	$ 36.00 (Mc-Guild)	Buckley	
WKHT,	1230,	1 KW	, COUNTRY	MBS,	$ 21.00 (P/W)	Sage	
WKND,	1480,	500 W (DAYS,DA)	, BLACK	NBN,	$ 20.00 (Roslin)		
WPOP,	1410,	5 KW (DA-2)	, NEWS/TALK	CBS,	$ 50.00 (Eastman)	Merv Griffin	
WRCQ,	910,	5 KW (DA-2)	, NOSTALGIA	ABC-T,ABC-E,	$ 41.00 (Banner)		
WRYM,	840,	1 KW (DAYS)	, HISPANIC	,	$ 22.00 (Caballero)		
WTIC,	1080,	50 KW (DA-N)	, $ MOR	NBC,	$192.00 (Katz)	Chase	
WCCC-F,	106.9,	23 KW @ 720,	AOR	Source, ABC-C,	$ 51.00 (Durpetti)		
WDRC-F,	102.9,	20 KW @ 810,	OLDIES	,	$ 70.00 (Mc-Guild)	Buckley	
WHCN-F,	105.9,	16 KW @ 870,	AOR	ABC-R,	$ 61.00 (Christal)	Beck-Ross	
WIOF-F,	104.1,	18 KW @ 835,	AC	CBS-R,	$ 67.00 (Eastman)	Merv Griffin	(WATERBURY)
WKSS-F,	95.7,	17 KW @ 880,	CHR	APR,	$ 59.00 (MMR)	Precision	
WLVH-F,	93.7,	21 KW @ 780,	HISPANIC	APR,	$ 30.00 (---)	Sage	
WRCH-F,	100.5,	8 KW @ 1250,	BTLF/EZ	ABC-D,	$ 80.00 (Banner)		
WTIC-F,	96.5,	20 KW @ 810,	CHR	,	$145.00 (Katz)	Chase	
WWYZ-F,	92.5,	18 KW @ 860,	COUNTRY	US 2,	$ 46.00 (Banner)		(WATERBURY)

NOTES: WWYZ changes from AC to COUNTRY (Sept). New Haven M-Split added to Metro.

HONOLULU

Arbitron Rank/Pop (12+): 55/690,700

MSA Rank/Pop: 61/836,400
No ADI
Average Person Ratings: 16.8
Market TSL: 22.5 Hours

Stations: 24/24
Diaries: 1127/613:1/55.8%
Sample Target: 1010
% Below Line: 0
% Not Listed: 7.0%

1988 Revenue: $18,700,000
HH/ Inc: $41,840
Retail $:6.1 Bil
Pop per Station: 28,779
#1 Biller: KSSK $4,100,000

12+ METRO		1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4BOOK AVG	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. KQMQ A/F	(CHR)	184/15.9	15.3	14.2	14.2	14.4	14.9		2404/34.8	35.7	34.3	102				KQMQ A/F
2. KUMU A/F	(EZ)	130/11.2	11.6	9.8	10.0	12.6	10.7		1542/22.3	19.7	21.7	107				KUMY A/F
3. KSSK	(MOR)	123/10.6	11.5	12.5	11.2	13.0	11.5		1611/23.3	23.0	24.9	119				KSSK
4. KMAI-F	(CHR)	112/ 9.7	10.3	8.3	9.0	4.9	9.3		1458/21.1	19.7	15.4	57				KMAI-F
5. KXPW-F	(AC)	81/ 7.0	5.0	5.0	6.3	9.5	5.8		1390/20.1	16.9	20.0	87				KXPW-F
6. KPOI-F	(AOR)	77/ 6.7	7.1	6.4	6.3	8.7	6.6		1117/16.2	14.8	15.4	115				KPOI-F
7. KRTR-F	(AC)	70/ 6.1	5.9	8.4	7.3	6.6	6.9		1085/15.7	17.5	15.2	123				KRTR-F
8. KIKI	(O)	68/ 5.9	4.4	6.2	5.8	5.2	5.6		923/13.4	14.7	11.8	139				KIKI
9. KHVH	(N/T)	47/ 4.1	3.8	4.1	4.0	3.8	4.0		963/13.9	11.5	12.5	93				KHVH
10. KCCN	(E)	41/ 3.5	3.9	3.9	5.5	4.4	4.2		739/10.7	9.7	10.2	94				KCCN
KGU	(T)	41/ 3.5	2.7	3.6	3.7	4.8	3.4		834/12.1	7.1	10.6	63				KGU
12. KHHH-F	(J/NA)	29/ 2.5	2.8	---	---	---	1.3		541/ 7.8	---	---	132				KHHH-F
13. KDEO	(C)	16/ 1.4	1.9	2.7	3.1	2.2	2.3		296/ 4.3	6.0	4.9	143				KDEO

12+ FM SHARE (METRO): 60.13% (647 of 1076)(FAL 87: 54.21%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KMAI-F>>	1.KQMQ AF>>	1.KQMQ AF>>	1. KQMQ A/F>	1. KQMQ A/F	1. KUMU A/F	1.KQMQ A/F<	1. KQMQ A/F	1. KQMQ A/F>	1. KMAI-F	1. KGU<
2. KQMQ A/F	2.KMAI-F	2.KSSK	2. KSSK	2. KSSK	2. KSSK>>	2. KSSK>	2. KUMU A/F	2. KUMU A/F	2. KQMQ A/F	2. KSSK
3. KXPW-F>>	KPOI-F	3.KAMI-F<	3. KUMU A/F	3. KUMU A/F	3. KQMQ A/F	3. KUMU A/F	3. KSSK	3. KMAI-F	3. KPOI-F	3. KQMQ-F
4.	4.KXPW-F	4.KUMU A/F<	4. KIKI<	4. KIKI	4. KHVH	4. KMAI-F	4. KIKI	4. KSSK	4. KUMU A/F	4. KHVH
5.	5.KRTR-F	5.KPOI-F	5. KRTR-F	5. KPOI-F	5. KGU	5. KXPW-F	5. KMAI-F	5. KXPW-F	5. KXPW-F	5. KMAI-F<
6.	6.	6.KXPW-F	6. KPOI-F	6.	6.	6.	6. KRTR-F	6. KPOI-F	6.	6. KPOI-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KMAI-F	1.KQMQ AF>>	1. KQMQ AF>>	1.KQMQ AF>>	1. KQMQ A/F	1.KQMQ A/F>	1. KQMQ A/F	1. KPOI-F	1. KQMQ A/F	1.KQMQ AF
2. KQMQ AF>>	2.KMAI-F	2. KRTR-F	2.KSSK	2. KSSK	2.KXPW-F	2. KPOI-F	2. KQMQ A/F	2. KPOI-F	2.KIKI
3. KRTR-F	3.KRTR-F	3. KSSK	3.KMAI-F	3. KUMU A/F>	3.KPOI-F>	3. KXPW-F>	3. KIKI	3. KIKI	KPOI-F
4. KPOI-F	4.KSSK	4. KXPW-F	4.KUMU A/F	4. KRTR-F	4.KMAI-F	4. KIKI	4. KRTR-F	4. KXPW-F	KUMU AF
KXPW-F	5.KXPW-F	5. KIKI	5.KRTR-F	5. KXPW-F	5.	KMAI-F	5. KXPW-F	5. KUMU A/F	5.KSSK
6.	6.	KPOI-F	6.	6.	6.	6.	6. KMAI-F	6. KSSK<	6.
							7.	7. KMAI-F	

FORMATS	AM	FM	TOTAL	%	FAL 87 %
TOP 40/CHR/CONTEMP	18 (1)	278 (2)	296 (3)	27.5	20.2
AOR/CLASSIC		77 (1)	77 (1)	7.2	9.1
AC/OLDIES/SOFT ROCK	68 (1)	151 (2)	219 (3)	20.3	22.2
MOR/VARIETY/FULL	123 (1)		123 (1)	11.4	13.6
COUNTRY	16 (1)		16 (1)	1.5	2.3
BLACK/URBAN					
BTFL/EZ	29 (1)	101 (1)	130 (2)	12.1	13.1
NEWS/TALK	88 (2)		68 (2)	8.2	9.0
NOSTALGIA					
RELIGION/GOSPEL	15 (2)	7 (1)	22 (3)	2.0	1.1
SPANISH					
CLASSICAL					
JAZZ/NEW AGE		29 (1)	29 (1)	2.7	
OTHERS/UNKNOWN	72 (6)	4 (1)	76 (7)	7.1	9.4
			1076 (24)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KAIM	870	Honolulu	.5/2.0
KAIM-F	95.5	Honolulu	.6/1.7
KIOV-F	105.1	Honolulu	.3/1.4
KISA	1540	Honolulu	.4/1.1
KLHT	1040	Honolulu	.8/1.7
KNDI	1270	Honolulu	.3/1.3
KOHO	1170	Honolulu	.5/2.0
KWAI	1080	Honolulu	.8/1.9
KZOO	1210	Honolulu	.6/2.2

RADIO STATIONS

KCCN, 1420, 5 KW , ETHNIC , $ 25.00 (Roslin)
KDEO, 940, 10 KW , COUNTRY MBS, $ 23.00 (---)
KGU , 760, 10 KW , TALK CBS,ABC-T, $ 28.00 (Banner)
KHVH, 990, 10 KW , NEWS/TALK NBC,ABC-I, $ 40.00 (HNWH)
KIKI, 830, 5 KW , OLDIES , $ 30.00 (Katz) Henry
KSSK, 590, 5 KW , MOR , $ 95.00 (Eastman) Heftel

KAIM-F, 95.5, 100 KW @ 421, RELIGION , $ 10.00 (---)
KMAI-F, 93.9, 100 KW @ 421, CHR , $ 52.00 (Katz) Henry
KPOI-F, 97.5, 83 KW @ 46, AOR , $ 45.00 (Republic)
KQMQ-F, 93.1, 54 KW @ -119, CHR , $ 66.00 (Christal)
KRTR-F, 96.3, 75 KW @ 2120, AC , $ 40.00 (Torbet)
KUMU-F, 94.7, 100 KW @ 500, BTFL/EZ , $ 46.00 (Torbet)
KXPW-F, 92.3, 100 KW @ 1685, AC/CONTEMP , $ 56.00 (Eastman) Heftel
KHHH-F, 98.5, 100 KW @ 280, JAZZ/NEW AGE , $ NA (HNWH)
NOTES: KIKI, KMAI-F sold by Parker to Henry for $3,350,000 (Stromquist).

HOUSTON

Arbitron Rank/Pop (12+): 10/2,958,400

MSA Rank/Pop: SF: 8/3,277,100
ADI #10
Average Person Patings: 17.4
Market TSL: 22.8 Hours

Stations: 32/31
Diaries: 2171/1363:1/47.3%
Sample Target: 2030
% Below Line: 1.0%
% Not Listed: 11.2%

1988 Revenue: $107,000 000
HH/ Inc: $36,984
Retail $: 29.4 Bil
Pop per Station: 95,432
#1 Biller: KIKK A/F $12,000,000

12+ METRO		1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. KMJQ-F	(B)	502/9.8	9.3	8.8	8.5	7.8	9.1	519/ 4639	4339/14.7	13.7	12.3	79	12.8	720	5187	KMJQ-F
2. KKBQ A/F	(CHR)	386/7.5	6.9	6.7	7.6	6.5	7.2	414/ 6997	6439/21.8	19.5	19.2	72	9.2	504	6869	KKBQ A/F
3. KIKK-F	(C)	349/6.8	7.0	8.1	6.9	8.3	7.2	408/ 5823	4859/16.4	17.3	16.4	116	8.7	486	4666	KIKK-F
4. KODA-F	(EZ)	312/6.1	4.9	5.2	5.2	5.7	5.4	332/ 4838	4491/15.2	11.9	13.3	108	3.1	174	2774	KODA-F
5. KRBE-F	(CHR)	309/6.0	6.0	8.4	7.9	6.4	7.1	345/ 6393	5807/19.6	20.4	20.2	43	8.9	499	6775	KRBE-F
6. KTRH	(N/T)	292/5.7	6.5	6.2	5.4	4.9	6.0	354/ 6255	5286/17.9	16.3	13.7	67	4.4	246	3886	KTRH
7. KLOL-F	(AOR)	266/5.2	5.8	4.9	5.6	6.2	5.6	296/ 4465	3902/13.2	13.5	13.3	104	5.8	327	4624	KLOL-F
8. KILT-F	(C)	239/4.6	6.2	6.7	6.0	5.9	5.9	288/ 4665	3910/13.2	16.1	14.1	122	7.0	391	3897	KILT-F
9. KFMK-F	(AC)	219/4.3	4.4	3.8	4.2	4.9	4.2	235/ 3006	-2800/ 9.5	9.1	11.4	144	3.8	214	2040	KFMK-F
10. KPRC	(O)	128/4.0	3.3	2.4	3.1	3.1	3.2	214/ 3295	3100/10.5	7.9	9.4	93	2.5	138	1949	KPRC
11. KKHT-F	(AC)	196/3.8	2.8	2.8	3.2	4.2	3.2	198/ 3160	3086/10.4	7.1	9.5	137	3.2	177	2314	KKHT-F
KLTR-F	(AC)	196/3.8	3.8	3.3	4.5	2.8	3.9	198/ 3546	3552/12.0	10.5	9.7	142	2.6	148	2289	KLTR-F
13. KZFX-F	(AOR)	192/3.7	3.8	3.7	3.7	4.8	3.7	197/ 3234	3070/10.4	9.8	9.8	116	3.5	195	3147	KZFX-F
14. KQUE-F	(BB)	175/3.4	3.8	3.4	3.2	4.2	3.5	187/ 2375	2269/ 7.7	6.6	7.4	85	2.6	148	1603	KQUE-F
15. KLDE-F	(O)	128/2.5	3.2	3.4	2.2	1.8	2.8	128/ 2664	2570/ 8.7	8.8	5.9	144	3.0	168	2117	KLDE-F
16. KLAT	(SP)	66/1.3	2.6	2.1	1.9	3.1	2.0	68/ 869	779/ 2.6	3.2	3.7	131	.7	41	637	KLAT
17. KXYZ	(SP)	65/1.3	1.5	1.1	1.7	1.0	1.4	66/ 829	764/ 2.6	2.1	2.7	146	.8	44	658	KXYZ
18. KYOK	(B)	59/1.1	1.5	.9	1.7	1.7	1.3	59/ 1004	1004/ 3.4	2.5	4.4	136	.7	41	672	KYOK
19. KEYH	(SP)	58/1.1	1.1	.8	1.1	1.2	1.0	65/ 475	452/ 1.5	1.8	1.6	136	.2	11	285	KEYH
20. KHYS-F	(B)	54/1.0	--	--	--	--	--	93/ 1126	743/ 2.5	--	--	70	1.2	69	1156	KAYS-F
21.																
22.																
23.																
24.																
25.																

12+ FM SHARE (METRO): 79.72% (3633 of 4557) (FAL 87: 78.98%)

TEENS	18-24	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KKBQ-F	1. KMJQ-F	1. KMJQ-F>	1. KMJQ-F	1. KIKK-F<	1. KTRH	1. KMJQ-F	1. KODA-F	1. KMJQ-F	1. KMJQ-F>>	1. KTRH
2. KRBE-F	2. KLOL-F	2. KIKK-F	2. KIKK-F	2. KMJQ-F	2. KODA-F	2. KKBQ A/F	2. KMJQ-F<	2. KKBQ A/F	2. KKBQ-F<	2. KPRC
3. KMJQ-F>>	3. KKBQ A/F	KKBQ AF<	3. KFMK-F<	3. KODA-F	3. KIKK-F	3. KTRH	3. KIKK-F	3. KIKK-F	3. KRBE-F>	3. KMJQ-F
4.	4. KRBE-F	4. KLOL-F	4. KODA-F	4. KFMK-F	4. KPRC	4. KIKK-F	4. KLOL-F	4. KLOL-F	4. KKHT-F	4. KIKK-F
5.	5. KZFX-F	5. KODA-F<	5. KLOL-F<	5. KILT-F<	5. KILT-F	5. KILT-F	5. KFMK-F	KRBE-F	5. KIKK-F<	5. KODA-F
6.	6. KIKK-F	6. KFMK-F<	6. KKBQ AF<	6. KKBQ A/F	KQUE-F	6. KLOL-F	KLTR-F	6. KODA-F	6. KLOL-F<	6. KZFX-F
7.	7. KKHT-F	7. KRBE-F	7. KKHT-F<	KLOL-F	7. KMJQ-F	7. KODA-F	7. KTRH	7. KTRH	7. KODA-F	7. KLOL-F
8.	8. KLTR-F	8. KZFX-F<	8. KLTR-F	KLTR-F	8. KFMK-F	8. KFMK-F	8. KILT-F	8. KILT-F	KTRH	8.
9.	9.	9. KKHT-F<	9.	9. KKHT-F	9.	KRBE-F	KKBQ A/F	9. KFMK-F	9.	9.
10.	10.	10. KLTR-F	10.	10.	10.	10.	10.	10. KLTR-F	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KRBE-F	1. KMJQ-F	1. KMJQ-F	1. KMJQ-F	1. KIKK-F
2. KMJQ-F	2. KKBQ A/F	2. KIKK-F	2. KIKK-F	2. KMJQ-F
3. KKBQ A/F>	3. KRBE-F	3. KLTR-F	3. KKBQ A/F	3. KODA-F
4. KLOL-F>	4. KIKK-F	4. KKBQ A/F	4. KODA-F<	4. KLTR-F
5. KIKK-F	5. KLTR-F	5. KKHT-F>	5. KLTR-F	5. KFMX-F<
6. KZFX-F	6. KKHT-F	6. KILT-F	KRBE-F	6. KKBQ A/F
7. KLTR-F	7. KLOL-F	7. KFMK-F	7. KKHT-F	7. KILT-F
8. KILT-F	8. KILT-F	KODA-F	8. KFMK-F	8. KKHT-F
KKHT-F	9.	9. KRBE-F	9. KILT-F	9.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KMJQ-F>	1. KMJQ-F	1. KLOL-F<	1. KLOL-F<	1. KLOL-F
2. KRBE-F	2. KLOL-F	2. KZFX-F	2. KMJQ-F	2. KZFX-F
3. KLOL-F>	3. KZFX-F	3. KMJQ-F	3. KZFX-F	3. KMJQ-F
4. KKBQ-F	4. KKBQ A/F	4. KKHT-F	4. KKBQ A/F	4. KIKK-F
5. KZFX-F	5. KRBE-F	5. KKBQ A/F	5. KFMK-F<	5. KFMK-F
6. KIKK-F	6. KIKK-F	6. KIKK-F	6. KIKK-F	6. KODA-F
7. KKZR	KKHT-F	7. KFMK-F	7. KKHT-F<	7. KILT-F
8. KFMK-F	8. KFMK-F	8. KODA-F	8. KODA-F<	8. KKHT-F
9.	9.	9.	9. KRBE-F	9.

FORMATS	AM	FM	TOTAL	%	FAL 87 %
TOP 40/CHR/CONTEMP	109 (1)	2081 (2)	2190 (3)	15.1	15.4
AOR/CLASSIC		2023 (6)	2023 (6)	13.9	14.8
AC/OLDIES/SOFT ROCK	370 (2)	2359 (4)	2729 (6)	18.8	21.9
MOR/VARIETY/FULL					
COUNTRY	169 (1)	466 (2)	635 (3)	4.4	3.8
BLACK/URBAN	291 (2)	600 (2)	891 (4)	6.1	6.0
BTFL/EZ		745 (1)	745 (1)	5.1	4.7
NEWS/TALK	2178 (5)		2178 (5)	15.0	14.6
NOSTALGIA	340 (1)		340 (1)	2.3	2.7
RELIGION/GOSPEL		84 (1)	84 (1)	0.6	1.1
SPANISH	981 (4)	594 (2)	1575 (6)	10.9	8.9
CLASSICAL	18 (1)	238 (1)	256 (2)	1.8	1.9
JAZZ/NEW AGE		689 (2)	689 (2)	4.8	3.6
OTHERS/UNKNOWN	169 (2)		169 (2)	1.2	0.5
			14504 (42)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING			
KCOH	1430	Houston	.8/2.1
KHCB-F	105.7	Houston	1.0/3.3
KIKK	650	Pasadena	.6/1.3
KILT	610	Houston	.6/2.8
KJOJ-F	106.9	Conroe	.3/1.8
KKZR	1070	Houston	.5/1.2
KLVL	1480	Pasadena	.3/ .9
KNUZ	1230	Houston	.4/1.5
KQQK-F	106.5	Galveston	.4/1.8
KRTS-F	92.1	Seabrook	.6/1.4
KYST	920	Texas City	.3/1.0

RADIO STATIONS

AM STATIONS

KCOH,	1430,	1 KW (DAYS)	BLACK	SBN, NBN,	$ 57.00	(Roslin)	
KEYH,	850,	10 KW (DAYS, DA)	HISPANIC		$ 47.00	(Caballero)	
KIKK,	650,	250 W (DAYS)	COUNTRY		$ 43.00	(Torbet)	Viacom
KILT,	610,	5 KW (DA-2)	COUNTRY		$ 40.00	(Banner)	Legacy
KKBQ,	790,	5 KW (DA-2)	CHR	ABC-F,	$ NA	(Mc-Guild)	Gannett
KKZR,	1070,	10 KW/5 KW (DA-2)	AOR	SMN,	$ 35.00	(Durpetti)	Susquehanna
KLAT,	1010,	5 KW (DA-2)	HISPANIC		$ 80.00	(Katz Hisp.)	Tichenor
KLVL,	1480,	1 KW/500W (DA-N)	HISPANIC		$ 30.00	(---)	
KNUZ,	1230,	1 KW	OLDIES	ABC-D,	$ 39.00	(Eastman)	
KPPC,	950,	5 KW (DA-N)	NEWS/TALK	CBS,	$110.00	(Eastman)	
KTRH,	740,	50 KW (DA-1)	NEWS	MBS, ABC-I,	$164.00	(CBS)	Rusk
KXYZ,	1320,	5 KW (DA-N)	HISPANIC		$ 70.00	(Caballero)	Infinity
KYOK,	1590,	5 KW (DA-N)	BLACK	SMN, ABC-C,	$ 57.00	(K & P)	Noble

FM STATIONS

KFMK,	97.9,	100 KW @ 2010,	AC		$190.00	(Katz)	Cook Inlet	
KIKK,	95.7,	100 KW @ 1920,	COUNTRY		$210.00	(Torbet)	Viacom	
KILT,	100.3,	100 KW @ 1920,	COUNTRY		$175.00	(Banner)	Legacy	
KKBQ,	92.9,	100 KW @ 1920,	CHR	ABC-F,	$195.00	(Mc-Guild)	Gannett	
KKHT,	96.5,	100 KW @ 2000,	AC	ABC-R,	$150.00	(Republic)	Emmis	
KLDE,	94.5,	100 KW @ 1970,	OLDIES	Trans,	$100.00	(Durpetti)	Entercom	
KLOL,	101.1,	97 KW @ 1949,	AOR	Source,	$170.00	(CBS)	Rusk	
KLTR,	93.7,	100 KW @ 1779,	AC	CBS-R,	$190.00	(Katz)	Cook Inlet	
KMJQ,	102.1,	100 KW @ 1720,	URBAN/BLACK		$202.00	(Christal)	Noble	
KODA,	99.1,	100 KW @ 1920,	BTFL/EZ		$181.00	(Group W)	Westinghouse	
KQUE,	102.9,	100 KW @ 1049,	NOSTALGIA	ABC-E,	$120.00	(Eastman)		
KRBE,	104.1,	100 KW @ 1920,	CHR		$190.00	(Durpetti)	Susquehanna	
KRTS,	92.1,	3 KW @ 300,	CLASSICAL		$ 69.00	(CMBS)		(SEABROOK)
KZFX,	107.5,	100 KW @ 2000,	CLASSIC ROCK		$145.00	(Republic)	Shamrock	
KQQK,	106.5,	100 KW @ 750	HISPANIC		$ 60.00	(---)		(GALVESTON)

CALL LETTER CHANGES

FORMAT CHANGES

SALES

KKHT-F:	From Malrite to Emmis for $24,000.000 (Stevens)
KYOK:	from All Pro to Noble for $2,500,000

HUNTINGTON

Arbitron Rank/Pop (12+): 128/273/100

MSA Rank/Pop: 147/323,400
ADI# 53 (W/Charleston)
Average Person Ratings: 15.5
Market TSL: 20.8 Hours

Stations: 20/15
Diaries: 714/382:1/54.6%
Sample Target: 680
% Below Line: 9.0%
% Not Listed: 13.5%

1988 Revenue: $5,900,000
HH/ Inc: $25,239
Retail $: 2.1 Bil
Pop per Station: 18,207
#1 Biller: WTCR A/F $1,800,000

12+ METRO		1/4/SHARE	SPG 88	FAL 87	SPG 87	FAL 86	4BOOK AVG	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. WTCR A/F	(C)	128/30.3	31.7	34.1	25.8	28.3	---	158/1793	1318/48.3	44.5	39.3	127				WTCR A/F
2. WKEE-F	(CHR)	77/18.2	27.1	22.7	27.5	21.1	---	119/1779	1031/37.8	43.7	38.7	63				WKEE-F
3. WRVC-F	(AC)	39/ 9.2	6.5	8.8	9.1	10.6	---	67/1209	574/21.0	22.2	18.2	139				WRVC-F
4. WEMM-F	(R/G)	26. 6.2	3.5	4.5	4.0	4.3	---	40/ 549	272/10.0	9.1	10.4	56				WEMM-F
5. WKLC-F	(AOR)	20/ 4.7	5.3	7.0	3.7	2.9	---	54/ 714	350/12.8	12.5	12.8	85				WKLC-F
6. WAEZ-F	(EZ)	15/ 3.6	3.9	1.3	4.0	2.2	---	16/ 213	154/ 5.6	5.5	3.4	111				WAEZ-F
7. WPAY-F	(C)	14/ 3.3	2.1	2.1	3.3	2.2	---	59/ 952	254/ 9.3	8.1	6.8	67				WPAY-F
8. WKEE	(O)	7/ 1.7	2.5	2.7	4.4	3.4	---	11/ 281	230/ 8.4	7.6	7.5	129				WKEE
WLGC-F	(C)	7/ 1.7	.9	.8	1.9	1.1	---	11/ 223	133/ 4.9	3.5	2.0	76				WLGC-F

12+ FM SHARE (METRO): 89.32% (326 of 365) (FAL 87: 88.41%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WKEE-F>>	1. WKEE-F	1.WTCR AF>>	1.WTCR AF>>	1.WTCR AF>>	1. WTCR A/F>>	1.WTCR AF>>	1.WTCR A/F>>	1. WTCR A/F>	1. WKEE-F>	1. WTCR-F>>
2.	WTCR AF>	2.WKEE-F	2. WRVC-F	2.WRVC-F	2. WEMM-F>	2.WKEE-F>	2.WKEE-F	2. WKEE-F>	2. WTCR AF>	2. WKLC-F
3.	3. WRVC-F	3.WRVC-F>	3. WKEE-F	3.WKEE-F	3. WRVC-F	3.WRVC-F>	3.WRVC-F	3. WRVC-F	3. WKLC-F	3. WEMM-F
4.	4. WKLC A/F	4.WKLC A/F	4.	4.	4. WKEE-F	4.	4.	4.	4. WEMM-F	4. WKEE-F
5.	5.	5.	5.	5.	5. WPAY-F	5.	5.	5.	5.	5.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WKEE-F>>	1. WKEE-F>	1.WTCR AF>>	1.WTCR A/F>	1. WUGO-F>>	1. WKEE-F	1.WKEE-F	1. WTCR A/F>	1.WTCR A/F>>	1.WTCR AF>>
2. WRVC-F	WTCR A/F	2.WRVC-F	2.WKEE-F	2. WRVC-F	2. WKLC AF>>	WTRC A/F	2. WRVC-F	2.WKEE-F	2.WRVC-F
WTCR AF>>	3. WRVC-F>	3.WKEE-F>	3.WRVC-F>	3. WKEE-F>	3. WTCR A/F>>	3.WKLC A/F	3. WKEE-F>	3.WKLC A/F	3.WKEE-F
4.	4.	4.	4.	4.	4.	4.WRVC-F	4. WKLC A/F	4.WRVC-F	4.

FORMATS	AM	FM	TOTAL	%	FAL 87 %
TOP 40/CHR/CONTEMP		79 (2)	79 (2)	21.6	24.6
AOR/CLASSIC		20 (1)	20 (1)	5.4	7.5
AC/OLDIES/SOFT ROCK	11 (2)	39 (1)	50 (3)	13.7	15.1
MOR/VARIETY/FULL	5 (1)		5 (1)	1.4	0.9
COUNTRY	17 (4)	138 (4)	155 (8)	42.6	40.3
BLACK/URBAN					
BTFL/EZ		21 (2)	21 (2)	5.8	2.0
NEWS/TALK					
NOSTALGIA					
RELIGION/GOSPEL	6 (1)	26 (1)	32 (2)	8.8	9.0
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
OTHERS/UNKNOWN		3 (1)	3 (1)	0.8	0.6
			365 (20)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCMI	1340	Ashland	1.4/5.0
WCMI-F	92.7	Ashland	.7/3.6
WIRO	1230	Ironton	1.2/4.7
WMLV-F	107.1	Ironton	1.4/3.3
WNST	1600	Milton	.5/1.5
WRVC	930	Huntington	.9/5.1
WUGO-F	102.3	Grayson	.5/2.5
WPAY	1400	Portsmouth	.5/2.2
WQBE	950	Charleston	.2/. 8
WQBE-F	97.5	Charleston	.2/1.6

RADIO STATIONS

WKEE,	800,	5 KW/185 W (DA-2)	, OLDIES	CBS, $ 15.00 (Katz)		
WTCR,	1420,	5 KW/500 W (DA-N)	, COUNTRY	, $ 18.00 (Katz)	CRB	Mark Jesse
WAMX-F,	93.7,	100 KW @ 741,	AC/CONTEMP,	ABC-F, $ 37.00 (Banner)		
WEMM-F,	107.9,	50 KW @ 500,	RELIGION	, $ 17.00 (---)	Mortenson	Roger Manning
WKEE-F,	100.5,	53 KW @ 560,	CHR	ABC-C, $ 54.00 (Katz)		
WTCR-F,	103.3	50 KW @ 500,	COUNTRY	ABC-I, $ 61.00 (Katz)	CRB	Mark Jesse
WPAY-F,	104.1	100 KW @ 840,	RELIGION/COUNTRY	, $ 13.00 (Regional)	(PORTSMOUTH, OH)	Zeke Mullins
WMLV-F.	107.1,	3 KW @ 275,	BTFL	MBS, $ 14.00 (Regional)	(IRONTON, OH)	Ken Auble

NOTES: WAMX changes to WRVC-F (June). WGNT changes to WRVC (June).

HUNTSVILLE

Arbitron Rank/Pop (12+): 115/325,500

MSA Rank/Pop: 177/244,200
ADI# 81
Average Person Ratings: 15.6
Market TSL: 20.8 Hours

Stations: 17/13
Diaries: 723/450:1/58.0%
Sample Target: 690
% Below Line: 9.7%
% Not Listed: 13.0%

1988 Revenue: $8,600,000
HH/ Inc: $25,239
Retail $: 2.1 Bil
Pop per Station: 25,038
#1 Biller: WZYP-F $2,000,000

12+ METRO		1/4/SHARE	SPG 88	FAL 87	SPG 87	FAL 86	4BOOK AVG	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. WZYP-F	(CHR)	118/23.3	21.7	---	20.7	---	---	169/ 2148	1352/41.5	36.9	---	86				WZYP-F
2. WDRM-F	(C)	64/12.6	16.9	---	15.2	---	---	128/ 1570	800/24.6	26.0	---	112				WDRM-F
3. WRSA-F	(EZ)	47/ 9.3	8.8	---	10.1	---	---	76/ 863	570/17.5	18.9	---	80				WRSA-F
4. WENN-F	(B)	36/ 7.1	8.1	---	5.8	---	---	37/ 486	420/12.9	10.4	---	90				WENN-F
5. WTAK	(AOR)	30/ 5.9	6.7	---	1.5	---	---	41/ 313	256/ 7.9	8.1	---	114				WTAK
WAHR-F	(AC)	30/ 5.9	5.2	---	7.3	---	---	30/ 471	437/13.4	12.4	---	137				WAHR-F
7. WBHP	(C)	26/ 5.1	7.5	---	9.0	---	---	26/ 407	407/12.5	13.9	---	106				WBHP
8. WEUP	(B)	13/ 2.6	4.0	---	3.3	---	---	14/ 256	248/ 7.6	8.5	---	115				WEUP

12+ FM SHARE (METRO): 72.56% (320 of 441) (FAL 87: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WZYP-F>>	1. WZYP-F>>	1. WZYP-F>>	1. WZYP-F>	1. WZYP-F>	1. WRSA-F<	1. WZYP-F>	1. WZYP-F>	1. WZYP-F>>	1. WZYP-F>	1. WZYP-F>
2. WDKT>	2. WTAK	2. WDRM-F	2. WDRM-F>	2. WDRM-F>	2. WDRM-F>	2. WDRM-F>	2. WDRM-F	2. WDRM-F	2. WDKT	2. WENN-F
3. WENN-F	3. WDRM-F	3. WTAK	3. WAHR-F	3. WAHR-F	3. WZYP-F	3. WRSA-F	3. WRSA-F	3. WRSA-F	WENN-F	3. WDRM-F
4.	4. WENN-F<	4. WENN-F<	4. WTAK	4. WRSA-F	4. WBHP	4. WENN-F	4. WAHR-F	4. WTAK	4. WDRM-F	4. WBPH
5.	5. WAHR-F	5. WAHR-F	5. WDKT	5. WDKT	5.	5. WBHP	5. WTAK	5. WDKT	5.	5.
6.	6.	6.	WENN-F	6.	6.	6.	6. WBHP	6. WAHR-F		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WZYP-F>>	1. WZYP-F>>	1. WZYP-F>>	1. WZYP-F>>	1. WZYP-F>	1. WZYP-F>>	1. WZYP-F>>	1. WZYP-F>>	1. WZYP-F>>	1. WZYP-F>
2. WDRM-F	2. WDRM-F	2. WDRM-F	2. WDRM-F>	2. WDRM-F>	2. WENN-F	2. WTAK>	2. WTAK>>	2. WDRM-F	2. WDRM-F
WTAK>>	3. WTAK	3. WAHR-F	3. WAHR-F	3. WAHR-F	3. WDRM-F>	3. WENN-F	3. WAHR-F	3. WTAK	3. WTAK
4. WAHR-F	4. WAHR-F	4. WTAK	WDKT	WDKT	4. WTAK	4. WDRM-F	4.	4. WENN-F	4. WAHR-F
5.	5. WENN-F	WENN-F	5. WENN-F	5. WRSA-F	5.	5. WAHR-F	5.	5. WAHR-F	5. WRSA-F

FORMATS	AM	FM	TOTAL	%	FAL 87 %
TOP 40/CHR/CONTEMP		124 (2)	124 (2)	28.1	---
AOR/CLASSIC	30 (1)	8 (1)	38 (2)	8.6	---
AC/OLDIES/SOFT ROCK		34 (2)	34 (2)	7.7	---
MOR/VARIETY/FULL					
COUNTRY	60 (3)	64 (1)	124 (4)	28.1	---
BLACK/URBAN	13 (1)	36 (1)	49 (2)	11.1	---
BTFL/EZ		47 (1)	47 (1)	10.7	---
NEWS/TALK					
NOSTALGIA	5 (1)		5 (1)	1.1	---
RELIGION/GOSPEL		7 (1)	7 (1)	1.6	---
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
OTHERS/UNKNOWN	13 (2)		13 (2)	2.9	---
			441 (17)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WFIX	1450	Huntsville	1.0/2.7
WIXC	1140	Haze Green	1.6/2.2
WKQD-F	93.3	Tullahoma	1.6/3.6
WNDA-F	95.1	Huntsville	1.4/4.5
WVNN	770	Athens	1.0/4.8
WAPI-F	94.5	Birmingham	1.2/3.5
WQLT-F	107.3	Florence	.8/4.7
WSM	650	Nashville	.6/1.2

RADIO STATIONS

WAAY,	1550,	50 KW/500 W (DA-N)	, AC	,	$ 13.00 (---)		Wayne Johnson
WBHP,	1230,	1 KW	, COUNTRY	ABC-I,	$ 50.00 (Katz)		W. Pollard
WDKT,	730,	1 KW/128 W	, COUNTRY (?)	,	$ 14.00 (Savalli)		Wayne Steele
WEUP,	1600,	5 KW/500 W (DA-N)	, BLACK	SBN,	$ 20.00 (---)		Leroy Garrett
WFIX,	1450,	1 KW	, NOSTALGIA	SMN,	$ 15.00 (---)		Dave Smith
WTAK,	1000,	10 KW	, AOR	,	$ 13.00 (Roslin)		
WAHR-F,	99.1,	100 KW @ 540,	AC	NBC,	$ 33.00 (Torbet)		A. Hornbucklé
WDRM-F,	102.1,	100 KW @ 727,	COUNTRY	,	$ 49.00 (HNWH)	(DECATUR)	Mark Bramlett
WNDA-F,	95.1,	50 KW @ 110,	RELIGION	,	$ 13.00 (---)		Fred Wells
WZYP-F,	104.3,	100 KW @ 1118,	CHR	ABC-C,	$ 58.00 (Christal)	(ATHENS)	Homer Dunnavant
WRSA-F,	96.9,	100 KW @ 830,	BTFL/EZ	CBS,	$ 25.00 (---)	(DECATUR)	Paul Neilson

WENN - See Birmingham

NOTES: WAMX changes to WRVC-F (June). WGNT changes to WRVC (June).

INDIANAPOLIS

Arbitron Rank/Pop (12+): 36/1,009,100

MSA Rank/Pop: 40/1,232,600
ADI #25
Average Person Ratings: 17.1
Market TSL: 22.5 Hours

Stations: 21/20
Diaries: 1664/606:1/53.4%
Sample Target: 1500
% Below Line: 0.3%
% Not Listed: 6.6%

1988 Revenue: $46,500,000
HH/ Inc: $34,011
Retail $: 9.6 Bil
Pop per Station: 50,455
#1 Biller: WIBC $9,300,000

12+ METRO		1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. WFBQ-F	(AOR)	250/14.5	13.8	14.9	12.8	13.7	14.0	443/ 5256	2665/26.4	25.1	25.4	103	16.6	318	3156	WFBQ-F
2. WIBC	(MOR)	246/14.3	13.9	13.1	14.7	13.1	14.0	267/ 2879	2424/24.0	24.8	26.7	85	12.9	246	2186	WIBC
3. WZPL-F	(CHR)	158/ 9.2	10.2	12.2	9.5	10.0	10.3	237/ 3591	2364/23.4	24.7	21.7	70	12.7	243	2792	WZPL-F
4. WXTZ-F	(EZ)	157/ 9.1	7.6	8.6	7.0	8.0	8.1	223/ 2562	1714/17.0	14.9	15.4	92	6.8	129	1105	WXTZ-F
5. WFMS-F	(C)	155/ 9.0	11.4	10.3	11.3	13.7	10.5	204/ 2817	1884/18.7	19.7	21.0	112	11.6	222	2109	WFMS-F
6. WENS-F	(AC)	123/ 7.1	6.7	8.4	8.6	6.7	7.7	161/ 2831	1974/19.6	18.3	18.0	124	6.2	119	1903	WENS-F
7. WKLR-F	(O)	118/ 6.9	6.6	4.3	5.0	5.2	5.7	195/ 2987	1718/17.0	13.6	13.7	166	4.3	83	1536	WKLR-F
8. WTLC-F	(B)	108/ 6.3	8.8	7.7	8.0	8.2	7.7	117/ 1482	1384/13.7	12.3	13.7	103	10.0	191	1581	WTLC-F
9. WTPI-F	(AC)	80/ 4.6	3.4	4.4	4.3	4.0	4.2	89/ 1438	1129/11.2	9.8	10.4	152	3.7	70	869	WTPI-F
10. WTUX	(BB)	55/ 3.2	3.6	2.4	3.6	3.3	3.2	57/ 782	708/ 7.0	5.1	6.6	19	1.8	34	420	WTUX
11. WPZZ-F	(B)	38/ 2.2	1.4	.4	.8	.5	1.2	39/ 591	575/ 5.7	1.8	2.3	45	2.9	55	698	WPZZ-F
12. WIRE	(C)	28/ 1.6	2.0	1.8	2.2	2.2	1.9	29/ 685	614/ 6.1	4.9	8.9	106	1.0	19	424	WIRE
13.																
14.																
15.																

12+ FM SHARE (METRO): 76.48% (1229 of 1607) (FAL 87: 76.77%)

TEENS	18-24	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WZPL-F>>	1. WFBQ-F>>	1. WFBQ-F>>	1. WFBQ-F	1. WFBQ-F	1. WIBC>	1. WFBQ	1. WFBQ-F	1. WFBQ-F	1. WZPL-F	1. WIBC
2. WENS-F	2. WENS-F	2. WKLR-F	2. WKLR-F	2. WIBC	2. WXTZ-F	2. WIBC>>	2. WIBC<	2. WIBC	2. WFBQ-F	2. WTLC-F
3. WTLC-F	3. WZPL-F	3. WENS-F	3. WIBC	3. WKLR-F	3. WFMS-F>	3. WFMS-F	3. WXTZ-F	3. WFMS-F<	3. WFBQ-F	3. WFBQ-F
4. WFBQ-F	4. WFMS-F	4. WFMS-F	4. WENS-F	4. WFMS-F	4. WIRE	4. WZPL-F	4. WFMS-F	4. WXTZ-F	4. WENS-F	4. WFMS-F
5.	5. WTLC-F	5. WZPL-F<	5. WFMS-F	5. WENS-F	5. WTUX	5. WXTZ-F	5. WENS-F	5. WENS-F	5. WTLC-F>	5. WENS-F
6.	6. WKLR-F	6. WIBC	6. WTPI-F<	6. WXTZ-F	6.	6. WENS-F	6. WKLR-F	6. WZPL-F	6.	6. WZPL-F
7.	7. WTPI-F	7. WTLC-F	7. WXTZ-F	7. WTPI-F	7.	7. WTLC-F	7. WTPI-F	7. WKLR-F	7.	7.
8.	8.	8. WXTZ-F	8. WZPL-F	8. WTLC-F<	8.	8.	8.	8.	8.	8.
9.	9.	9. WTPI-F	9. WTLC-F	9. WZPL-F	9.	9.	9.	9.	9.	9.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WFBQ-F>	1. WFBQ-F	1. WENS-F	1. WFBQ-F	1. WIBC
2. WZPL-F	2. WENS-F>	2. WFBQ-F	2. WENS-F	2. WENS F
3. WENS-F	2. WZPL-F	3. WTPI-F	3. WFMS-F	3. WXTZ-F
4. WFMS-F	4. WFMS-F	4. WFMS-F	4. WIBC	4. WFBQ-F
5. WPZZ-F	5. WTPI-F	5. WZPL-F	WZPL-F	5. WFMS-F
6. WTLC-F	6. WTLC-F	6. WKLR-F	6. WXTZ-F	6. WKLR-F
7. WXTZ-F	7. WXTZ-F	7. WIBC	7. WKLR-F	WTPI-F
8.	8.	WXTZ-F	WTPI-F	8. WZPL-F
9.	9.	9.	9.	9. WTLC-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WFBQ-F>>	1. WFBQ-F>>	1. WFBQ-F>>	1. WFBQ-F>>	1. WFBQ-F>
2. WZPL-F	2. WZPL-F<<	2. WKLR-F	2. WKLR-F	2. WKLR-F
3. WTLC-F	3. WKLR-F	3. WTLC-F	3. WFMS-F	3. WIBC
4. WFMS-F	4. WTLC-F	4. WFMS-F	4. WZPL-F	4. WFMS-F>
5. WENS-F	5. WFMS-F	WZPL-F	5. WIBC	5. WENS-F
6. WPZZ-F	6. WTPI-F	6. WENS-F	6. WTLC-F	WTLC-F
7.	7.	7. WIBC	7. WENS-F	7. WXTZ-F
8.	8.	8.	8.	8.
9.	9.	9.	9.	9.

FORMATS	AM	FM	TOTAL	%	FAL 87 %
TOP 40/CHR/CONTEMP		158 (1)	158 (1)	9.8	10.7
AOR/CLASSIC		250 (1)	250 (1)	15.6	20.2
AC/OLDIES/SOFT ROCK	11 (1)	330 (4)	341 (5)	21.2	13.5
MOR/VARIETY/FULL	252 (2)		252 (2)	15.7	14.6
COUNTRY	28 (1)	167 (2)	195 (3)	12.1	17.4
BLACK/URBAN		146 (2)	146 (2)	9.1	9.2
BTFL/EZ		157 (1)	157 (1)	9.8	8.5
NEWS/TALK					
NOSTALGIA	55 (1)		55 (1)	3.4	3.5
RELIGION/GOSPEL	32 (3)	11 (1)	43 (4)	2.7	2.2
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
OTHERS/UNKNOWN		10 (1)	10 (1)	6.2	
			1607 (21)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBCI-F	100.9	Lebanon	.6/ .7
WBRI	1500	Indianapolis	.2/ .3
WGRT	810	Indianapolis	.5/ .9
WCBK-F	102.3	Martinsville	.7/1.4
WNDE	1260	Indianapolis	.6/4.1
WTTS-F	92.3	Bloomington	.5/3.9
WXIR-F	98.3	Plainfield	.6/2.7
WXLW	950	Indianapolis	.8/2.2
WLW	700	Cincinnati	.3/1.3

RADIO STATIONS

AM STATIONS

WBRI,	1500,	5 KW (DAYS,DA)	, RELIGION	,	$ 17.00 (---)	
WGRT,	810,	250 W (DAYS)	, GOSPEL	SBN,	$ 19.00 (---)	Universal
WIBC,	1070,	50 KW/10 KW (DA-2),	MOR	NBC, NBC-T,	$140.00 (Durpetti)	Sconnix
WIRE,	1430,	5 KW (DA-N)	, COUNTRY	ABC-I,	$ 41.00 (Republic)	ML Partners
WNDE,	1260,	5 KW (DA-N)	, TALK	US 2,	$ 34.00 (Katz)	Great American
WNTS,	1590,	5 KW/500 W (DA-2),	RELIGION	,	$ 20.00 (---)	
WTUX,	1310,	5 KW/1 KW (DA-2)	, NOSTALGIA	CBS,	$ 45.00 (MMR)	Panache
WXLW,	950,	5 KW (DAYS,DA)	, RELIGION	,	$ 13.00 (Savalli)	

FM STATIONS

WENS-F,	97.1,	23 KW @ 739,	AC	,	$107.00 (Christal)	Emmis	
WFBQ-F,	94.7,	52 KW @ 850,	AOR	Source,	$140.00 (Katz)	Great American	
WFMS-F,	95.5,	13 KW @ 1000,	COUNTRY	,	$110.00 (Mc-Guild)	Susquehanna	
WKLR-F,	93.1,	13 KW @ 990,	OLDIES	,	$ 60.00 (Durpetti)	Sconnix	
WTLC-F,	105.7,	50 KW @ 445,	BLACK	,	$ 70.00 (MMR)	Panache	
WTPI-F,	107.9,	22 KW @ 885,	SOFT AC	APR,CBS-R,	$ 50.00 (Eastman)		
WXTZ-F,	103.3,	18 KW @ 860,	BTFL/EZ	,	$ 75.00 (Republic)	ML Partners	
WZPL-F,	99.5,	10 KW @ 947,	CHR	APR,	$ 85.00 (HNWH)	Booth	
WXIR-F,	98.3,	3 KW @ 296,	RELIGION	,	$ 15.00 (---)		(PLAINFIELD)
WATI-F,	107.1,	3 KW @ 300,	COUNTRY	,	$ 25.00 (Regional)	Universal	(DANVILLE)
WTTS-F,	92.3,	37 KW @ 1090,	CONTEMP	,	$ 30.00 (Republic)	Sarkes Tarzian	(BLOOMINGTON)

CALLS

WGRT changes to WSYW

FORMATS

WGRT: To CLASSICAL (Nov)
WNDE: From OLDIES to TALK (Jan)

SALES

JACKSONVILLE

Arbitron Rank/Pop (12+): 52/759,500

MSA Rank/Pop: 59/894,200
ADI #57
Average Person Ratings: 17.4
Market TSL: 23.5 Hours

Stations: 21/19
Diaries: 1181/643:1/54.5%
Sample Target: 1000
% Below Line: 0.8%
% Not Listed: 15.3%

1988 Revenue: $22,500,000
HH Inc.: $30,862
Retail $: 5.9 Bil
Pop per Station: 39,974
#1 Biller: WAPE A/F $4,300,000

12+ METRO	1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4 BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. WAPE-F (CHR)	201/15.3	16.5	18.4	15.8	20.0	16.5	224/2767	2335/30.7	30.3	33.2	73	20.7	268	2826	WAPE-F
2. WFYV-F (AOR)	148/11.2	10.3	7.5	7.8	9.6	9.2	158/1650	1442/19.0	13.0	16.6	123	12.9	167	1503	WFYV-F
3. WQIK-F (C)	128/ 9.7	10.5	10.9	8.5	10.5	9.9	181/2060	1486/19.6	18.5	17.8	110	10.5	136	1560	WQIK-F
4. WAIV-F (AC)	102/ 7.7	6.7	8.7	6.9	7.8	7.5	107/1497	1412/18.6	20.0	19.4	129	5.3	69	927	WAIV-F
5. WPDQ-F (B)	88/ 6.7	7.4	5.8	3.9	4.0	6.0	91/ 915	841/11.1	11.3	7.6	79	7.6	99	1127	WPDQ-F
6. WIVY-F (AC)	86/ 6.5	8.5	6.2	7.9	6.7	7.3	95/1742	1477/19.4	16.3	19.0	132	7.2	93	1194	WIVY-F
7. WCRJ-F (C)	81/ 6.1	4.2	7.1	5.5	3.8	5.7	84/1087	967/12.7	12.4	9.3	116	5.3	69	910	WCRJ-F
8. WCGL (R/G)	50/ 3.8	1.1	2.4	3.1	2.6	2.6	50/ 322	322/ 4.2	2.7	3.0	58	3.3	43	361	WCGL
9. WEJZ-F (EZ)	49/ 3.7	4.1	3.4	6.4	4.0	4.4	66/ 892	660/ 8.7	9.1	9.9	97	2.2	28	376	WEJZ-F
10. WZAZ (B)	37/ 2.8	1.4	1.3	2.0	1.5	1.9	40/ 451	451/ 5.9	4.9	6.4	121	3.5	45	420	WZAZ
11. WSVE (R/G)	37/ 2.8	1.4	1.3	2.0	1.5	1.9	37/ 309	309/ 4.1	3.5	1.8	93	1.5	19	344	WSVE
12. WOKV (N/T)	30/ 2.3	4.0	3.0	3.6	3.5	3.2	34/ 631	533/ 7.0	7.3	9.5	104	1.4	18	328	WOKV

12+ FM SHARE (METRO): 80.73% (901 OF 1116) (FAL 87: 80.96%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WAPE-F>>	1. WAPE-F<	1. WAPE-F<	1. WFYV-F	1. WFYV-F	1. WQIK-F>	1. WAPE-F	1. WFYV-F>	1. WAPE-F>	1. WAPE-F>>	1. WQIK-F>
2. WPDQ-F>>	2. WFYV-F>>	2. WFYV-F>	2. WAPE-F	2. WAPE-F	2. WCRJ-F	2. WFYV-F	2. WAPE-F	2. WFYV-F	2. WPDQ-F>	2. WAPE-F
3.	3. WAIV-F	3. WAIV-F	3. WAIV-F	3. WQIK-F	3. WAIV-F	3. WQIK-F	3. WQIK-F	3. WQIK-F	3. WQIK-F	3. WCRJ-F
4.	4. WIVY-F	4. WQIK-F<	4. WQIK-F	4. WAVI-F	4. WEJZ-F	4. WCRJ-F	4. WAIV-F	4. WAIV-F	4. WFYV-F	4. WZAZ <
5.	5. WPDQ-F	5. WIVY-F	5. WIVY-F	5. WIVY-F	5. WCGL	5. WAIV-F	WIVY-F	5. WPDQ-F<	5. WAIV-F	5. WPDQ-F<
	6. WQIK-F	6. WPDQ-F		6. WCRJ-F		6. WIVY-F	6. WCRJ-F	6. WIVY-F	6. WIVY-F	6. WFYV-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WAPE-F>>	1. WAPE-F>>	1. WAPE-F	1. WAPE-F>	1. WAPE-F	1. WFYV-F	1. WFYV-F>>	1. WFYV-F>>	1. WFYV-F>	1. WFYV-F>
2. WPDQ-F>	2. WAIV-F	2. WAIV-F	2. WAIV-F	2. WAIV-F	2. WAPE-F>>	2. WAPE-F>	2. WAPE-F	2. WAPE-F	2. WQIK-F
3. WAIV-F	3. WFYV-F	WFYV-F	3. WIVY-F	3. WIVY-F	3. WAIV-F	3. WAIV-F	3. WIVY-F	3. WQIK-F	3. WAPE-F
WIVY-F	4. WIVY-F	4. WIVY-F	4. WCRJ-F<	4. WQIK-F	WPDQ-F	4. WIVY-F	4. WAIV-F	4. WAIV-F	4. WAIV-F
5. WCRJ-F	5. WPDQ-F	5. WCRJ-F	5. WFYV-F	5. WCRJ-F	5. WZAZ	5. WPDQ-F	5. WPDQ-F	5. WIVY-F	5. WIVY-F
WFYV-F	6. WCRJ-F	WPDQ-F	WQIK-F	6. WFYV-F	6. WFYV	6. WQIK-F	WQIK-F	6. WPDQ-F	6. WCRJ-F
WQIK-F					WQIK-F				

FORMATS	AM	FM	TOTAL	%	FAL 87 %
TOP 40/CHR/CONTEMP	1 (1)	206 (2)	207 (3)	18.5	24.5
AOR/CLASSIC	15 (1)	148 (1)	163 (2)	14.6	11.5
AC/OLDIES/SOFT ROCK	12 (1)	201 (4)	213 (5)	19.1	20.4
MOR/VARIETY/FULL					
COUNTRY	11 (1)	209 (2)	220 (3)	19.7	17.9
BLACK/URBAN	40 (1)	88 (1)	128 (2)	11.5	8.7
BTFL MUSIC/EZ		49 (1)	49 (1)	4.4	4.7
NEWS/TALK	30 (1)		30 (1)	2.7	4.1
NOSTALGIA	7 (1)		7 (1)	0.6	0.9
RELIGION/GOSPEL	99 (3)		99 (3)	8.9	4.9
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
OTHERS/UNKNOWN					2.9
	215 (10)	901 (11)	1116 (21)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAPE	690	Jacksonville	.1/1.2
WFYV	1460	Jacksonville	1.1/2.0
WJAX	1220	Jacksonville	.5/1.1
WQIK	1320	Jacksonville	.8/2.3
WROS	1050	Jacksonville	.9/2.3
WRXJ	930	Jacksonville	.9/2.5
WSOS-F	105.5	St. Augustine	.5/2.2
WNFI-F	99.9	Palatka	.4/2.5
WOCL-F	105.9	DeLand	.5/1.2

RADIO STATIONS

WCGL, 1360, 5 KW (DAYS) , GOSPEL SBN,$ 20.00 (K & P)
WFYV, 1460, 5 KW (DA-N) , AOR ,$ 18.00 (Mc-Guild) Metroplex
WJAX, 1220, 1 KW/44 W , NOSTALGIA ,$ 14.00 (---) Jones College
WOKV, 600, 5 KW (DA-N) , NEWS/TALK CBS,ABC-T,$ 33.00 (MMR) EZ
WZAZ, 1400, 1 KW , BLACK SBN,$ 25.00 (Roslin)

WAIV-F, 96.9, 100 KW @ 935, AC ,$ 85.00 (MMR) EZ
WAPE-F, 95.1, 100 KW @ 860, CHR ,$100.00 (Christal) Statewide
WCRJ-F, 107.3, 100 KW @ 350, COUNTRY ,$ 59.00 (Katz) Hoker
WEJZ-F, 96.1, 100 KW @ 830, BTFL/EZ ,$ 53.00 (Christal) ML Media
WFYV-F, 104.5, 100 KW @ 700, AOR NBC,$ 80.00 (Mc-Guild) Metroplex
WIVY-F, 102.9, 100 KW @ 984, AC APR,$ 74.00 (Torbet) Taylor
WQIK-F, 99.1, 100 KW @ 1049, COUNTRY ABC-E,$ 82.00 (Eastman) Jacor
WPDQ-F, 92.7, 3 KW @ 300, BLACK NBN,SBN,$ 32.00 (Republic) Willis (GREEN COVE)

JOHNSON CITY - KINGSPORT - BRISTOL

Arbitron Rank/Pop (12+): 90/378,300

MSA Rank/Pop: 106/447,700
ADI# 86
Average Person Ratings: 15.8
Market TSL: 21.0 Hours

Stations: 26/22
Diaries: 811/466:1/61.1%
Sample Target: 770
% Below Line: 4.9%
% Not Listed: 11.1%

1988 Revenue: $9,500,000
HH/ Inc: $26,658
Retail $: 2.7 Bil
Pop per Station: 17,195
#1 Biller: WQUT-F $ 2,100,000

12+ METRO		1/4/SHARE	SPG 88	FAL 88	SPG 87	FAL 86	4BOOK AVG	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. WQUT-F	(CHR)	117/19.6	22.6	24.1	25.2	19.5	---	168/ 2093	1455/38.5	36.3	37.5	94	27.4			WQUT-F
2. WXBQ-F	(C)	105/17.6	19.4	17.9	17.2	18.4	---	167/ 1847	1113/29.4	33.7	31.7	114	17.6			WXBQ-F
3. WTFM-F	(AC)	89/14.9	17.1	11.9	14.1	13.2	---	115/ 1377	1002/26.5	28.8	22.0	147	14.2			WTFM-F
4. WJCW	(C)	43/ 7.2	7.2	9.9	7.6	7.7	---	43/ 534	503/13.3	14.8	14.9	74	4.3			WJCW
5. WZXY-F	(CHR)	26/ 4.4	3.5	3.2	3.4	3.9	---	27/ 438	413/10.9	7.8	8.0	64	5.4			WZXY-F
6. WKPT	(EZ)	24/ 4.0	3.1	2.2	1.7	1.4	---	25/ 304	289/ 7.6	6.5	6.3	70	2.0			WKPT
7. WUSJ-F	(C)	20/ 3.4	3.1	3.4	5.3	1.6	---	20/ 362	345/ 9.1	6.0	7.6	129	3.2			WUSJ-F
8.																
9.																
10.																

12+ FM SHARE (METRO): 75.47% (400 of 530) (FAL 87: 71.03%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WQUT-F>>	1. WQUT-F>>	1. WQUT-F<	1. WTFM-F	1. WTFM-F	1. WXBQ-F	1. WQUT-F<	1. WXBQ-F	1. WQUT-F	1. WQUT-F>	1. WQUT-F
2. WZXY-F>>	2. WTFM-F	2. WTFM-F<	2. WXBQ-F<	2. WXBQ-F	2. WTFM-F>	2. WXBQ-F	2. WQUT-F	2. WXBQ-F	2. WXBQ-F	2. WXBQ-F<
3.	WXBQ-F>>	3. WXBQ-F>>	3. WQUT-F>>	3. WQUT-F>>	3. WJCW>	3. WTFM-F>	3. WTFM-F>	3. WTFM-F>	3. WTFM-F>	3. WJCW
4.	4. WZXY-F	4.	4.	4.	4. WQUT-F	4. WJCW	4. WJCW	4. WZXY-F	4. WZXY-F	4. WTFM-F
5.	5.	5.	5.	5.	5.	5.	5.	5. WJCW	5.	5.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WQUT-F>>	1. WQUF-F>	1. WQUT-F	1. WTFM-F	1. WTFM-F	1. WQUT-F>>	1. WQUT-F>>	1. WQUT-F>>	1. WQUT-F>	1. WXBQ-F<
2. WTFM-F	2. WXBQ-F	2. WXBQ-F	2. WQUT-F	2. WXBQ-F	2. WZXY-F	2. WTFM-F	2. WTFM-F	2. WXBQ-F	2. WQUT-F<
WXBQ-F>>	3. WTFM-F>	3. WTFM-F>>	3. WXBQ-F>>	3. WQUT-F>>	3. WXBQ-F>	3. WXBQ-F	3. WXBQ-F>>	3. WTFM-F>	3. WTFM-F>
4.	4.	4.	4.	4.	4. WTFM-F	4.	4.	4.	4. WJCW

FORMATS	AM	FM	TOTAL	%	FAL 87 %
TOP 40/CHR/CONTEMP		150 (4)	150 (4)	28.3	31.9
AOR/CLASSIC					0.6
AC/OLDIES/SOFT ROCK	3 (1)	94 (2)	97 (3)	18.3	13.7
MOR/VARIETY/FULL					1.3
COUNTRY	62 (5)	146 (4)	208 (9)	39.2	43.9
BLACK/URBAN					
BTFL/EZ		38 (2)	38 (2)	3.1	1.5
NEWS/TALK					
NOSTALGIA	10 (1)		10 (1)	1.9	
RELIGION/GOSPEL	19 (3)	7 (1)	26 (4)	4.9	4.8
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
OTHERS/UNKNOWN		14 (2)	14 (2)	1.2	1.3
			1217 (30)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WABN-F	92.7	Abingdon	.5/2.5
WBEJ	1240	Elizabethtown	.8/2.5
WDUF	1120	Duffield	1.2/1.3
WEMB	1420	Erwin	1.5/2.2
WETB	790	Johnson City	.5/2.4
WFHG	980	Bristol	.5/3.3
WGAT	1050	Gate City	.3/2.3
WIKQ-F	94.9	Greenville	.8/4.3
WKIN	1320	Kingsport	.5/2.3
WKTP	1590	Jonesboro	.3/2.1
WMCH	1260	Church Hill	2.0/2.8
WMEV-F	93.9	Marion	1.0/2.1
WOPI	1490	Bristol	1.7/3.0
WPRQ	870	Colonial Heights	.5/1.3
WZAP	690	Bristol	.7/3.5
WMIT-F	106.9	Black Mountain	1.2/2.8
WIVK-F	107.7	Knoxville	2.5/4.1
WKSF-F	99.9	Asheville	.7/2.9
WOKI-F	100.3	Oak Ridge	.5/1.8

RADIO STATIONS

WBEJ,	1240,	1 KW	, COUNTRY	,	$ 9.00	(---)		(ELIZABETHTOWN)	
WFHG,	980,	5 KW/1 KW (DA-N)	, AC	,	$ 14.00	(Mc-Guild)	Nininger	(BRISTOL,VA)	W. Nininger
WJCW,	910,	5 KW/1 KW (DA-N)	, COUNTRY	CBS,	$ 27.00	(Katz)	Bloomington	(JOHNSON CITY)	Ken Maness
WKIN,	1320,	5 KW/500 W (DA-N)	, COUNTRY	,	$ 13.00	(Banner)	Bahakel	(KINGSPORT)	Wayne Grills
WKPT,	1400,	1 KW	, BTFL/EZ	ABC-E,	$ 14.00	(Republic)	Home News	(KINGSPORT)	Dav Widener
WMCH,	1260,	1 KW (DAYS	, GOSPEL	,	$ 7.00	(---)		(CHURCH HILL)	Bettye Russell
WQUT-F,	101.5,	100 KW @ 1500,	CHR/AOR	US 1,	$ 50.00	(Katz)	Bloomington	(JOHNSON CITY)	Ken Maness
WTFM-F,	98.5,	100 KW @ 1260,	AC	ABC-E,	$ 37.00	(Republic)	Home News	(KINGSPORT)	George DeVault
WUSJ-F,	99.3,	3 KW @ -79,	COUNTRY	NBC,CBS-R,	$ 18.00	(Durpetti)		(ELIZABETHTOWN)	Norm Thomas
WXBQ-F,	96.9,	67 KW @ 2240,	COUNTRY	ABC-I,	$ 44.00	(Mc-Guild)	Nininger	(BRISTOL, VA)	W. Nininger
WZXY-F,	104.9,	1 KW @ 475,	CHR	ABC-C,	$ 20.00	(Banner)	Bahakel	(KINGSPORT)	Wayne Grills

NOTES: WETB sold for $444,800.

KALAMAZOO

Arbitron Rank/Pop (12+): 163/183,300

MSA Rank/Pop: 191/221,100
ADI #37 (w/Grand Rapids)
Average Person Ratings: 15.8
Market TSL: 20.5 Hours

Stations: 19/10
Diaries: 682/269:1/60.4%
Sample Target: 610
% Below Line: 20.1%
% Not Listed: 19.4%

1988 Revenue: $7,700,000
HH Inc.: $35,744
Retail $: 1.7 Bil
Pop per Station: 18,330
#1 Biller: WKFR-F $2,400,000

12+ METRO	1/4/SHARE	SPG 88	FAL 87	SPG 87	FAL 86	4 BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. WKFR-F (CHR)	50/17.3	28.5	20.4	15.6	14.6		84/1216	695/37.9	43.4	35.2	79				WKFR-F
2. WKZO (MOR)	29/10.0	12.6	13.1	12.9	10.4		43/ 701	512/27.9	25.0	32.9	88				WKZO
WNWN-F (C)	29/10.0	10.3	11.3	13.7	10.1		57/ 701	340/18.5	19.5	19.5	126				WNWN-F
4. WQLR-F (EZ)	23/ 8.0	9.5	9.1	9.1	10.1		36/ 555	343/18.7	17.4	16.5	71				WQLR-F
5. WJFM-F (O)	22/ 7.6	5.9	5.1	7.2	8.6		53/ 712	370/20.2	14.3	16.5	124				WJFM-F
6. WRKR-F (AOR)	21/ 7.3	---	---	---	---		38/ 480	306/16.7	---	---	139				WRKR-F
7. WOOD-F (EZ)	13/ 4.5	4.0	4.7	3.8	7.1		23/ 450	262/14.3	8.4	11.7	84				WOOD-F
8. WKMI (AC)	8/ 2.8	3.6	4.0	2.7	1.9		9/ 254	235/12.8	9.7	11.4	111				WKMI
9. WGRD-F (CHR)	7/ 2.4	2.8	4.4	3.8	3.7		24/ 510	214/11.7	13.4	17.4	54				WGRD-F
10. WLAV-F (AOR)	6/ 2.1	3.2	3.3	4.2	3.7		13/ 221	122/ 6.7	8.5	11.4	148				WLAV-F
WQSN (C)	6/ 2.1	1.6	2.5	3.4	1.1		6/ 145	119/ 6.5	4.3	4.2	29				WQSN

12+ FM SHARE (METRO): 78.11% (182 OF 233) (FAL 87: 72.69%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WKFR-F>>	1. WKFR-F>	1. WKFR-F>	1. WKFR-F	1. WKFR-F	1. WKZO	1. WKFR-F	1. WKFR-F	1. WKFR-F>	1. WKFR-F>>	1. WQLR-F
2.	2. WJFM-F	2. WJFM-F<	2. WNWN-F	2. WNWN-F	2. WNWN-F	2. WKZO	2. WJFM-F	2. WNWN-F	2. WKZO	WKZO
3.	3. WRKR-F>	3. WRKR-F	3. WRKR-F	3. WRKR-F	3. WQLR-F>	3. WNWN-F	3. WNWN-F	3. WJFM-F	WNWN-F	3. WKFR-F
4.	4. WNWN-F	4. WNWN-F>	4. WJFM-F>	4. WJFM-F	4. WOOD-F	4. WQLR-F	4. WQLR-F	4. WRKR-F	4. WQLR-F	4. WOOD-F
5.	WGRD-F	5.	5. WKZO	5. WKZO	5. WKFR-F	5. WJFM-F	5. WKZO	5. WKZO	WRKR-F	5. WQSN
						6. WRKR-F	WRKR-F	6. WQLR-F		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WKFR-F>>	1. WKFR-F>>	1. WKFR-F>>	1. WKFR-F>>	1. WKFR-F	1. WJFM-F	1. WJFM-F>	1. WJFM-F	1. WJFM-F>	1. WNWN-F
2.	2. WRKR-F	2.	2. WRKR-F	2. WNWN-F	2. WKFR-F	2. WRKR-F	2. WRKR-F	2. WRKR-F	2. WJFM-F
3.	WJFM-F	3.	3. WNWN-F	3. WQLR-F	3. WRKR-F	3. WKFR-F>	3. WKFR-F	WNWN-F	3. WRKR-F
4.	4.	4.	4. WJFM-F	4. WRKR-F	WGRD-F	4. WNWN-F	4. WNWN-F	4. WKFR-F>	4. WKFR-F
5.	5.	5.	5. WQLR-F	5. WKZO	5.	5. WGRD-F	5.	5.	5.
						WLAV-F			

FORMATS	AM	FM	TOTAL	%	FAL 87 %
TOP 40/CHR/CONTEMP		59 (3)	59 (3)	25.3	32.5
AOR/CLASSIC		30 (3)	30 (3)	12.8	4.0
AC/OLDIES/SOFT ROCK	13 (2)	28 (5)	41 (7)	17.6	16.1
MOR/VARIETY/FULL	29 (1)		29 (1)	12.4	14.5
COUNTRY	6 (1)	29 (1)	35 (2)	15.0	15.3
BLACK/URBAN					
BTFL MUSIC/EZ		36 (2)	36 (2)	15.5	15.3
NEWS/TALK					
NOSTALGIA					
RELIGION/GOSPEL	3 (1)		3 (1)	1.3	2.4
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
OTHERS/UNKNOWN					
	51 (5)	182 (14)	233 (19)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WHEZ	1560	Portage	1.7/4.8
WKPR	1420	Kalamazoo	1.0/2.9
WQXC-F	100.9	Otsego	.3/2.5
WKLQ-F	94.5	Holland	.7/5.5
WMJC-F	95.3	Battle Creek	.7/2.6
WYXX-F	96.1	Holland	.3/2.2
WIBM-F	94.1	Jackson	.7/4.0
WJXQ-F	106.1	Jackson	1.0/3.5

RADIO STATIONS

WHEZ, 1560, 4 KW (DAYS,DA)	, OLDIES	,$ 12.00	(Christal)		
WKMI, 1360, 5 KW/1 KW (DA-N)	, AC	ABC-D,$ 20.00	(Eastman)		
WKPR, 1420, 1 KW (DAYS,DA)	, RELIGION	,$ 8.00	(---)	Kuiper	
WKZO, 590, 5 KW (DA-N)	, MOR	CBS,MBS,$ 40.00	(Mc-Guild)		
WQSN, 1470, 500 W/1 KW (DA-1)	, COUNTRY	,$ 10.00	(Banner)	Fairfield	
WKFR-F, 103.3, 50 KW @ 500, CHR		,$ 50.00	(Eastman)		(BATTLE CREEK)
WNWN-F, 98.5, 50 KW @ 500, COUNTRY		ABC-E,$ 35.00	(Christal)		(COLDWATER)
WQLR-F, 106.5, 33 KW @ 600, BTFL/EZ		,$ 29.00	(Banner)	Fairfield	
WRKR-F, 107.7, 50 KW @ 500, CLASSIC ROCK		,$ 20.00	(---)		(PORTAGE)

MISCELLANEOUS COMMENTS WRKR signs on with Classic Rock (Oct.)...

KANSAS CITY

Arbitron Rank/Pop (12+): 27/1,279,200

MSA Rank/Pop: 29/1,545,400
ADI #29
Average Person Ratings: 16.5
Market TSL: 21.8 Hours

Stations: 20/20
Diaries: 1387/922:1/56.0%
Sample Target: 1360
% Below Line: 0 %
% Not Listed: 6.4%

1988 Revenue: $43,000,000
HH Inc.: $36,363
Retail $: 11.9 Bil
Pop per Station: 63,960
#1 Biller: WDAF $5,300,000

12+ METRO		1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4 BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. WDAF	(C)	232/11.0	12.1	12.9	12.6	12.8	12.2	464/5332	2691/21.0	21.5	21.7	100	11.3	265	2969	WDAF
2. KCMO	(N/T)	203/ 9.6	6.4	5.5	7.0	7.6	7.1	257/3454	2796/21.9	13.5	19.0	82	6.9	162	1902	KCMO
3. KFKF A/F	(C)	191/ 9.0	6.4	7.9	9.5	7.2	8.2	203/2410	2092/16.4	17.5	15.0	113	7.1	167	1975	KFKF A/F
4. KYYS-F	(AOR)	149/ 7.0	8.5	9.1	9.4	9.2	8.5	192/2674	2063/16.1	18.5	18.0	121	6.8	159	2061	KYYS-F
5. KBEQ-F	(CHR)	131/ 6.2	7.5	7.9	9.5	9.8	7.8	176/3333	2496/19.5	23.6	24.2	65	9.5	223	3219	KBEQ-F
6. KMBR-F	(EZ)	130/ 6.1	6.2	5.4	7.2	7.1	6.2	167/2127	1652/12.9	11.4	12.9	108	3.6	84	1071	KMBR-F
7. KPRS-F	(B)	127/ 6.0	6.4	5.9	6.7	7.6	6.3	128/1416	1345/10.5	8.8	9.8	95	6.6	156	1564	KPRS-F
8. KXXR-F	(AOR)	126/ 6.0	2.8	1.1	.6	.9	2.6	149/2085	1786/14.0	4.2	4.2	63	10.3	242	2284	KXXR-F
9. KUDL-F	(AC)	101/ 4.8	5.1	3.2	4.0	3.1	4.3	114/2068	1782/13.9	9.1	9.7	156	3.2	76	1213	KUDL-F
10. KLSI-F	(AC)	91/ 4.3	4.8	4.6	4.2	3.3	4.5	105/1519	1341/10.5	11.6	10.6	144	4.4	103	1041	KLSI-F
11. KCPW-F	(CHR)	88/ 4.2	4.9	5.7	5.1	3.4	5.0	106/2126	1765/13.8	15.8	13.6	102	3.1	73	1897	KCPW-F
12. KMBZ	(MOR)	84/ 4.0	6.6	6.7	3.3	5.0	5.2	94/1654	1523/11.9	18.1	14.1	63	6.0	141	1746	KMBZ
13. KCFX-F	(AOR)	80/ 3.8	4.6	5.3	5.2	3.9	4.7	111/1762	1389/10.9	12.7	11.4	137	6.5	153	1670	KCFX-F
14. KJLA	(BB)	74/ 3.5	2.2	2.4	2.1	2.6	2.6	75/ 778	772/ 6.0	6.5	5.8	17	1.4	33	514	KJLA
15. WHB	(O)	64/ 3.0	3.7	2.7	2.4	3.4	3.0	90/1889	1185/ 9.3	8.7	10.6	157	2.7	63	812	WHB
16. KCWV-F	(J/NA)	41/ 1.9	1.8	1.3	1.5	1.2	1.6	43/ 700	648/ 5.1	4.0	4.8	163	1.5	35	928	KCWV-F
17.																
18.																
19.																
20.																
21.																
22.																
23.																
24.																
25.																

12+ F SHARE (METRO): 64.93% (1285 OF 1979) (FAL 87: 62.09%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KBEQ-F>>	1. KFKF-F+	1. KFKF-F+	1. KFKF-F+	1. WDAF	1. WDAF	1. WDAF >	1. WDAF	1. WDAF	1. KMBZ	1. WDAF
2. KXXR-F>>	2. KYYS-F	2. KYYS-F	2. KYYS-F	2. KFKF-F+	2. KCMO >	2. KCMO	2. KCMO	2. KFKF-F+	2. KCMO	2. KMBZ <
3. KPRS-F	3. KPRS-F	3. WDAF	WDAF	3. KYYS-F	3. KMBR-F	3. KFKF-F	3. KFKF-F	3. KYYS-F	3. KXXR-F	3. KCMO
4. KCPW-F	KXXR-F	4. KPRS-F	4. KUDL-F	4. KCMO	4. KFKF-F+	4. KYYS-F	4. KYYS-F	4. KCMO	4. KPRS-F	4. KFKF-F
5. KYYS-F	5. KCFX-F	5. KXXR-F<	5. KCMO	5. KMBR-F	KMBZ	5. KBEQ-F	5. KMBR-F	5. KBEQ-F	5. KYYS-F	5. KXXR-F
6.	6. KBEQ-F	6. KUDL-F	6. KLSI-F<	6. KLSI-F	6. KJLA	6. KMBR-F	6. KXXR-F	6. KPRS-F	6. KBEQ-F	6.
7.	7.	7.	7. KMBR-F	7.	7.	7.	7.	7. KMBR-F	7. KFKF-F+	7.
8.	8.	8.	KPRS-F	8.	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KPRS-F	1. KFKF-F+	1. KFKF-F+	1. KFKF-F+	1. WDAF	1. KXXR-F>	1. KYYS-F	1. KCFX-F	1. KYYS-F	1. KFKF-F+
2. KBEQ-F	2. KPRS-F	KUDL-F	2. KLSI-F	2. KLSI-F	2. KYYS-F	2. KFKF-F+	2. KFKF-F+	2. KFKF-F+	2. WDAF <
3. KFKF-F+	3. KLSI-F	3. KLSI-F	3. KCPW-F<	3. KFKF-F+<	3. KFKF-F+	KXXR-F	3. KYYS-F	3. KXXR-F	3. KYYS-F
4. KCPW-F	4. KYYS-F	4. KYYS-F	4. WDAF	4. KCMO	4. KBEQ-F	4. KCFX-F	4. KPRS-F	4. KCFX-F	4. KCFX-F
KXXR-F	5. KBEQ-F	5. KPRS-F	5. KPRS	5. KUDL-F	5. KPRS-F>	5. KPRS-F>	5. KXXR-F	5. WDAF	5. KCMO <
6. KYYS-F	KCPW-F	6. KCPW-F	KUDL-F	6. KCPW-F<	6. KCPW-F	6. KBEQ-F	6. KUDL-F	6. KPRS-F	KUDL-F
7. KLSI-F	KUDL-F	7. KBEQ-F	7. KBEQ-F	7. KMBR-F	7. KCFX-F	7. KUDL-F	7. KCWV-F	7.	7. KMBR-F
8. KCFX-F	8.	8. WDAF	8.	8.	8.	8.	WDAF	8.	8.
9.	9.	9.	9.	9.	9.	9.	9. KCMO	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

FORMATS	AM	FM	TOTAL	%	FAL 87 %
TOP 40/CHR/CONTEMP		219 (2)	219 (2)	11.1	14.0
AOR/CLASSIC		355 (3)	355 (3)	17.9	14.2
AC/OLDIES/SOFT ROCK	64 (1)	192 (2)	256 (3)	12.9	11.3
MOR/VARIETY/FULL	84 (1)		84 (1)	4.2	5.3
COUNTRY	238 (2)	185 (1)	423 (3)	21.4	21.1
BLACK/URBAN		127 (1)	127 (1)	6.4	8.8
BTFL MUSIC/EZ		130 (1)	130 (1)	6.6	7.6
NEWS/TALK	203 (1)		203 (1)	10.3	8.1
NOSTALGIA	74 (1)		74 (1)	3.7	2.8
RELIGION/GOSPEL	31 (2)		31 (2)	1.6	3.6
SPANISH					
CLASSICAL		36 (1)	36 (1)	1.8	1.7
JAZZ/NEW AGE		41 (1)	41 (1)	2.1	1.3
OTHERS/UNKNOWN					0.4
	694 (8)	1285 (12)	1979 (20)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KCCV	1510	Independence	.6/1.3
KPRT	1590	Kansas City	.9/2.7
KXTR-F	96.5	Kansas City	1.7/4.8

RADIO STATIONS

AM STATIONS

KCCV, 1510, 10 KW (DAYS) , RELIGION ,$ 18.00 (---) Bott (INDEPENDENCE)
KCMO, 810, 50 KW/5 KW (DA-N) , TALK/NEWS MBS,ABC-I,$ 80.00 (Mc-Guild) Gannett
KFKF, 1340, 1 KW , COUNTRY ,$ NA (HNWH) Sconnix
KJLA, 1190, 5 KW/250 W (DA-N) , NOSTALGIA MBS,$ 35.00 (Roslin)

KMBZ, 980, 5 KW (DA-2) , MOR/TALK NBC,$ 70.00 (Durpetti) Bonneville
KPRT, 1590, 1 KW , GOSPEL MBS,$ 22.00 (Republic)
WDAF, 610, 5 KW , COUNTRY ABC-E,$110.00 (Katz) Great American
WHB , 710, 10 KW/5 KW (DA-2) , OLDIES APR,$ 53.00 (Christal) Shamrock
KCNW, 1380, 2.5 KW , RELIGION ,$ 20.00 (---) Universal

FM STATIONS

KBEQ, 104.3, 100 KW @ 984, CHR ABC-C,$ 86.00 (Banner) Noble
KCFX, 100.7, 100 KW @ 846, CLASSIC ROCK US 1,$ 50.00 (MMR) Hoker
KCPW, 94.9, 100 KW @ 1057, CHR ,$ 55.00 (Mc-Guild) Gannett
KFKF, 94.1, 100 KW @ 987, COUNTRY ,$ 71.00 (HNWH) Sconnix
KLSI, 93.3, 100 KW @ 1056, AC CNN,$ 62.00 (Banner) Sandusky
KMBR, 99.7, 100 KW @ 950, BTFL/EZ ,$ 70.00 (Durpetti) Bonneville

KPRS, 103.3, 100 KW @ 450, BLACK NBN,$ 52.00 (Republic)
KUDL, 98.1, 100 KW @ 550, AC APR,$ 67.00 (Christal) Shamrock
KXTR, 96.5, 100 KW @ 1100, CLASSICAL US 2,$ 39.00 (CMBS)
KXXR, 106.5, 100 KW @ 850, AOR ,$ 35.00 (Republic) Olympia
KYYS, 102.1, 100 KW @ 1013, AOR SOURCE,$ 85.00 (Katz) Great American
KCWV, 98.9, 100 KW @ 990, JAZZ/NEW AGE SMN,$ 40.00 (CBS) Ragan Henry (LEAVENWORTH, KS)

CALL LETTER CHANGES

KCWV-AM: Changes to KKLO

FORMAT CHANGES

KKLO: From Jazz/NA to Religion

STATION SALES

FORMAT CODES

CHR	Contemporary Hit Radio, Top 40, Contemporary	T	Talk
AC	Adult Contemporary	N	News
O	Oldies (1955 to near 1988)	SP	Hispanic/Spanish
B	Black (audience predominantly Black - over 75%)	BB	Big Band, Nostalgia
U	Urban (majority of audience is non-white although a large segment is white)	M	Middle of Road (MOR), Full Service, Variety
		J/NA	Jazz and New Age
EZ	EZ Listening, Beautiful Music	R	Religion, Christian, Christian Music
AOR	Album Oriented Rock, also includes Classic Rock	G	Gospel
CL	Classical	E	Ethnic
C	Country	?	Others or Unknown

KNOXVILLE

Arbitron Rank/Pop (12+): 67/508,900

MSA Rank/Pop: 85/599,200
ADI #61
Average Person Ratings: 16.7
Market TSL: 22.0 Hours

Stations: 13/13
Diaries: 959/531:1/52.6%
Sample Target: 890
% Below Line: 0
% Not Listed: 11.8%

1988 Revenue: $13,700,000
HH/ Inc: $27,698
Retail $: 5.0 Bil
Pop per Station: 39,146
#1 Biller: WIVK A/F$5,200,000

12+ METRO		1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. WIVK A/F	(C)	280/33.0	35.8	35.5	35.6	34.9	35.0	457/ 4497	2644/52.0	44.6	48.1	119	36.0	338	2750	WIVK AF
2. WIMZ-F	(AOR)	119/14.0	15.2	15.5	10.3	11.6	13.8	165/ 2076	1323/26.0	28.9	24.9	108	15.8	148	1451	WIMZ-F
3. WMYU-F	(AC)	116/13.7	11.5	8.7	11.1	13.7	11.3	174/ 2502	1698/33.4	24.9	30.5	134	14.5	136	1835	WMYU-F
4. WEZK-F	(EZ)	86/10.1	10.2	12.0	11.9	10.7	11.1	105/ 1299	965/19.0	20.0	20.0	67	6.6	62	865	WEZK-F
5. WOKI-F	(CHR)	77/ 9.1	9.2	7.2	9.3	6.1	8.7	217/ 3089	1228/24.1	18.8	16.9	51	12.6	118	1140	WOKI-F
6. WGAP	(C)	19/ 2.2	1.1	2.1	1.3	1.3	1.7	19/ 229	229/ 4.5	4.4	3.6	27	1.2	11	141	WGAP

12+ FM SHARE (METRO): 87.98% (659 of 749) (FAL 87: 85.13%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WOKI-F>>	1.WIMZ-F<	1. WIVK AF>>	1.WIVK AF>>	1.WIVK AF>>	1.WIVK A/F>>	1.WIVK A/F>>	1.WIVK AF>>	1.WIVK A/F>	1.WIVK A/F	1. WIVK-F>>
2. WIMZ-F>	2.WIVK AF>	2. WIMZ-F<	2.WMYU-F	2.WMYU-F	2.WEZK-F>	2.WMYU-F	2.WEZK-F	2.WMYU-F	2.WIMZ-F	2. WMYU-F
3. WMYU-F	3.WMYU-F>	3. WMYU-F>>	3.WIMZ-F>	3.WIMZ-F>>	3.WMYU-F	3.WIMZ-F>	3.WIMZ-F<	3.WIMZ-F>	3.WMYU-F	3. WIMZ-F>
4.	4.WOKI-F	4. WOKI-F	4.	4.WEZK-F	4.	4.WOKI-F<	4.WMYU-F>	4.WEZK-F<	WOKI-F>	4. WEZK-F
5.	5.	5.	5.	5.	5.	5.WEZK-F	5.WOKI-F	5.WOKI-F	5.WEZK-F	5.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WOKI-F	1. WIVK AF>	1.WIVK A/F>>	1.WIVK AF>>	1. WIVK A/F>>	1. WIMZ-F>>	1. WIMZ-F	1. WIMZ-F	1. WIVK A/F	1.WIVK AF>>
WMYU-F	2. WMYU-F	2.WMYU-F<	2.WMYU-F>	2. WMYU-F>	2. WIVK A/F	2. WIVK A/F>	2. WIVA A/F>	2. WIMZ-F>	2.WIMZ-F
3. WIMZ-F	3. WIMZ-F	3.WIMZ-F>>	3.WIMZ-F	3. WIMZ-F	3. WOKI-F	3. WMYU-F>	3. WMYU-F>>	3. WMYU-F>	3.WMYU-F>
WIVK A/F	4. WOKI-F	4.WOKI-F	4.WOKI-F	4. WEZK-F	4. WMYU-F	4. WOKI-F	4. WOKI-F	4.	4.
5.	5.	5.WEZK-F	5.	5.	5.	5.	5.	5.	5.

FORMATS	AM	FM	TOTAL	%	FAL 87 %
TOP 40/CHR/CONTEMP		77 (1)	77 (1)	10.3	10.7
AOR/CLASSIC		119 (1)	119 (1)	15.9	13.0
AC/OLDIES/SOFT ROCK	9 (1)	127 (2)	136 (3)	18.2	15.0
MOR/VARIETY/FULL					—
COUNTRY	56 (3)	250 (2)	306 (5)	40.9	44.0
BLACK/URBAN					1.1
BTFL/EZ		86 (1)	86 (1)	11.5	11.7
NEWS/TALK					
NOSTALGIA					
RELIGION/GOSPEL	10 (1)		10 (1)	1.3	2.4
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
OTHERS/UNKNOWN	15 (1)		15 (1)	2.0	1.0
			749 (13)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WKGN	1340	Knoxville	1.1/3.3
WKNF-F	94.3	Oak Ridge	1.3/4.8
WNOX-F	99.3	Jefferson City	.4/1.8
WQBB	1040	Powell	1.8/2.6
WRJZ	620	Knoxville	1.2/4.8
WSEV	930	Sevierville	.5/1.6

RADIO STATIONS

WTNZ, 990, 10 KW (DA-2) , COUNTRY , $ 17.00 (---)
WRJZ, 620, 5 KW (DA-N) , RELIGION ABC-D, $ 12.00 (---)

WIVK (10 KW, 990) simulcasts with WIVK-F
WIMZ (1 KW, 1240) simulcasts with WIMZ-F

WEZK-F, 97.5, 100 KW @ 1250, BTFL/EZ , $ 59.00 (Christal) South Central
WIMZ-F, 103.5, 100 KW @ 1723, AOR Source, $ 70.00 (Christal) Stoner
WIVK-F, 107.7, 100 K2 @ 1970, COUNTRY ABC-E, $100.00 (Katz) Dick
WMYU-F, 102.1, 100 KW @ 1000, AC US 1, $ 65.00 (Eastman) Jacor (SEVIERVILLE)
WOKI-F, 100.3, 100 KW @ 2000, CHR ABC-F, $ 44.00 (HNWH) (OAK RIDGE)
WTNZ-F, 95.3, 3 KW @ 300, CHR US 2, $ 16.00 (Eastman) (CLINTON)

NOTES: WKGN sold for $150,000

LANCASTER

Arbitron Rank/Pop (12+): 107/328,400

MSA Rank/Pop: 115/403,900
ADI #46 (W/York & Harris.)
Average Person Ratings: 17.1
Market TSL: 22.5 Hours

Stations: 27/ 6
Diaries: 788/417:1/60.4%
Sample Target: 700
% Below Line: 39.1%
% Not Listed: 15.6%

1988 Revenue: $6,300,000
HH/ Inc: $32,938
Retail $: 2.8 Bil
Pop per Station: 54,733
#1 Biller: WLAN-F $2,200,000

12+ METRO		1/4/SHARE	SPG 88	FAL 87	SPG 87	FAL 86	4BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. WLAN-F	(CHR)	71/12.6	11.3	15.3	13.8	12.7	---	88/ 1275	944/28.7	29.4	30.3	108				WLAN-F
2. WNCE-F	(EZ)	65/11.5	12.9	12.6	14.0	15.1	---	119/ 1387	692/21.1	22.9	20.8	90				WNCE-F
3. WARM-F	(AC)	59/10.5	9.9	8.4	10.7	10.5	---	111/ 1369	783/23.8	18.8	18.1	154				WARM-F
4. WDAC-F	(R/G)	46/ 8.2	9.0	8.1	7.1	8.3	---	57/ 591	438/13.3	13.8	13.9	71				WDAC-F
5. WIOV-F	(C)	45/ 8.0	9.2	7.9	9.7	7.9	---	57/ 898	626/19.1	16.6	14.1	73				WIOV-F
6. WHTF-F	(AOR)	31/ 5.5	6.6	5.7	4.7	5.4	---	56/ 753	435/13.2	9.7	13.3	113				WHTF-F
7. WRKZ-F	(C)	29/ 5.2	9.4	6.3	6.9	5.6	---	10[illegible]/ 1152	469/14.3	14.8	12.7	125				WRKZ-F
8. WQXA-F	(CHR)	20/ 3.6	2.9	4.1	3.4	2.2	---	6[illegible]/ [illegible]50	460/14.0	10.7	12.0	81				WQXA-F
9. WRFY-F	(CHR)	14/ 2.5	2.5	1.6	2.8	3.0	---	1[illegible]/ [illegible]5	214/ 6.5	5.3	7.9	52				WRFY-F
10. WSBA	(MOR)	13/ 2.3	1.0	2.6	1.8	1.6	---	48/ [illegible]5	174/ 5.3	3.7	5.5	70				WSBA
WYCR-F	(CHR)	13/ 2.3	1.2	.6	.8	.4	---	57/ 980	316/ 9.6	5.9	4.3	83				WYCR-F

12+ FM SHARE (METRO): 94.11% (447 of 475) (FAL 87: 91.02%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WLAN-F>>	1. WLAN-F>	1. WLAN-F<	1. WARM-F	1. WARM-F	1. WNCE-F	1. WLAN-F	1. WNCE-F	1. WNCE-F	1. WDAC-F	1. WLPA
2. WQXA-F	2. WHTF-F	2. WARM-F>	2. WLAN-F>	2. WLAN-F	2. WDAC-F	2. WNCE-F<	2. WARM-F	2. WLAN-F	2. WLAN-F	2. WIOV-F
3. WYCR-F	3. WARM-F>	3. WNCE-F	3. WNCE-F	3. WNCE-F>	3. WIOV-F	3. WARM-F	3. WLAN-F>	3. WARM-F	3. WIOV-F	WLAN-F
4.	4.	WHTF-F	4. WHTF-F	4. WRKZ-F	WARM-F>	4. WDAC-F	4. WIOV-F	4. WDAC-F<	4. WNCE-F	4. WDAC-F<
5.	5.	5. WIOV-F	5. WRKZ-F	5. WHTF-F	WLAN-F	5. WIOV-F	5. WDAC-F	5. WIOV-F	5. WHTF-F	5. WNCE-F
6.	6.	6.	WIOV-F	6.	6.	6.	6.	6.	WQXA-F	6.
			WDAC-F							

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WLAN-F>>	1. WLAN-F>	1. WLAN-F	1. WARM-F	1. WARM-F	1. WHTF-F	1. WLAN-F	1. WLAN-F>	1. WLAN-F	1. WLAN-F
2. WNCE-F	2. WARM-F>	2. WARM-F>	2. WLAN-F>	2. WNCE-F	2. WIOV-F	WHTF-F>	2. WHTF-F	2. WHTF-F	2. WARM-F>
3. WQXA-F	3. WNCE-F	3. WHTF-F	3. WNCE-F>	3. WLAN-F>	3. WYCR-F	3. WARM-F	3. WARM-F	3. WARM-F	3. WHTF-F
4. WARM-F	4. WHTF-F	4. WNCE-F	4. WDAC-F	4. WDAC-F	4.	4.	4. WRKZ-F	4. WIOV-F	WRKZ-F
WHTF-F	5. WQXA-F	5. WDAC-F	5.	5. WRKZ-F	5.	5.	5.	5. WRKZ-F	5. WIOV-F

FORMATS	AM	FM	TOTAL	%	FAL 87 %
TOP 40/CHR/CONTEMP		123 (5)	123 (5)	25.9	25.0
AOR/CLASSIC		46 (5)	46 (5)	9.7	8.0
AC/OLDIES/SOFT ROCK		80 (5)	80 (5)	16.8	12.9
MOR/VARIETY/FULL	13 (1)		13 (1)	2.7	3.2
COUNTRY		74 (2)	74 (2)	15.6	17.0
BLACK/URBAN		3 (1)	3 (1)	0.6	2.9
BTFL/EZ		65 (1)	65 (1)	13.7	15.0
NEWS/TALK	4 (1)		4 (1)	0.8	1.0
NOSTALGIA	8 (1)		8 (1)	1.7	3.4
RELIGION/GOSPEL		48 (2)	48 (2)	10.1	10.2
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
OTHERS/UNKNOWN	3 (1)	8 (2)	11 (3)	2.3	1.5
			475 (27)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WLAN	1390	Lancaster	.5/4.6
WLPA	1490	Lancaster	1.4/7.2
WCTX-F	92.1	Palmyra	.7/1.9
WGCB-F	96.1	Red Lion	.7/2.8
WHP-F	97.3	Harrisburg	.5/1.8
WIMX-F	99.3	Harrisburg	1.1/2.1
WNNK-F	104.1	Harrisburg	.9/3.5
WTPA-F	93.5	Harrisburg	.5/2.3
KYW	1060	Philadelphia	.7/5.2
WBYO-F	107.5	BoyerTown	.4/2.3
WGRX-F	100.7	Westminster, MD	.4/2.5
WMGK-F	102.9	Philadelphia	.5/2.0
WMMR-F	93.3	Philadelphia	.9/4.1
WOGL-F	98.1	Philadelphia	1.6/3.1
WUSL-F	98.9	Philadelphia	.5/2.7
WYSP-F	94.1	Philadelphia	.9/2.2

RADIO STATIONS

WLAN, 1390, 5 KW/1 KW (DA-2), NOSTALGIA/JAZZ CBS, MBS, $ 10.00 (HNWH) Peoples Sam Altdoeffer
WLPA, 1490, 1 KW, NOSTALGIA NBC, $ 12.00 (Torbet) Hall Bill Baldwin

WDAC-F, 94.5, 50 KW @ 500, RELIGION, $ 25.00 (Savalli) Paul Hollinger
WIOV-F, 105.1, 50 KW @ 500, COUNTRY ABC-E, $ 30.00 (HNWH) Brill Jack Weinlein
WLAN-F, 96.9, 50 KW @ 500, CHR ABC-R,ABC-F, $ 45.00 (HNWH) Peoples Sam Altdoeffer
WNCE-F, 101.3, 50 KW @ 500, BTFL/EZ NBC, $ 36.00 (Torbet) Hall Bill Baldwin
WRFY - See Reading

Other ranked stations - see York or Harrisburg

LANSING

Arbitron Rank/Pop (12+): 98/357,200

MSA Rank/Pop: 109/431,600
ADI# 101
Average Person Ratings: 16.9
Market TSL: 22.0 Hours

Stations: 20/14
Diaries: 806/443:1/55.2%
Sample Target: 780
% Below Line: 7.8%
% Not Listed: 16.5%

1988 Revenue: $11,500,000
HH/ Inc: $35,080
Retail $: 3.0 Bil
Pop per Station: 25,514
#1 Biller: WVIC A/F $3,000,000

12+ METRO		1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. WVIC-F	(CHR)	116/19.2	21.5	21.6	19.3	19.5	20.4	159/ 2024	1404/39.3	35.8	37.6	84	20.0	143	1558	WVIC-F
2. WITL A/F	(C)	77/12.8	16.7	16.0	16.3	16.2	15.5	143/ 1596	893/25.0	26.1	24.6	118	15.9	113	1001	WITL AF
3. WJIM-F	(EZ)	55/ 9.1	5.6	6.4	8.5	7.6	7.4	65/ 887	667/18.7	12.9	14.6	78	4.9	35	422	WJIM-F
4. WFMK-F	(AC)	44/ 7.3	7.5	5.9	8.3	5.1	7.3	63/ 1106	668/18.7	13.7	16.5	140	6.4	46	554	WFMK-F
5. WIBM-F	(O)	41/ 6.8	4.7	5.2	4.1	5.8	5.2	86/ 1059	513/14.4	14.4	12.9	150	5.3	38	427	WIBM-F
6. WJXQ-F	(AOR)	37/ 6.1	4.5	5.2	4.6	4.7	5.1	52/ 851	509/14.2	12.1	13.4	102	6.0	43	503	WJXQ-F
7. WLNZ-F	(CHR)	31/ 5.1	5.3	5.3	4.9	3.0	5.2	31/ 628	610/17.1	12.7	8.3	43	6.9	49	703	WLNZ-F
8. WJR	(MOR)	27/ 4.5	5.6	4.5	4.1	6.7	4.7	90/ 1519	485/13.6	13.0	14.9	76	3.8	27	395	WJR
9. WMMQ-F	(AOR)	20/ 3.3	4.7	4.1	4.2	4.6	4.1	23/ 544	461/12.9	11.2	15.6	94	6.2	44	590	WMMQ-F
10. WILS-F	(AC)	13/ 2.1	2.9	2.5	4.4	4.4	3.0	13/ 282	282/ 7.9	8.4	12.6	119	1.7	12	246	WILS-F
11. WJIM	(EZ)	12/ 2.0	.4	1.2	.9	.4	1.1	12/ 252	182/ 5.1	3.1	4.9	60	1.0	7	99	WJIM

12+ FM SHARE (METRO): 88.51% (447 of 505) (FAL 87: 83.74%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WVIC-F>>	1. WVIC-F>>	1. WVIC-F>>	1. WVIC-F	1. WVIC-F	1. WITL A/F	1. WVIC-F>	1. WVIC-F	1. WVIC-F>	1. WVIC-F>	1. WITL-F
2. WLNZ-F>>	2. WJXQ-F	2. WITL A/F	2. WITL A/F	2. WITL AF>	2. WJIM-F>	2. WITL A/F>	2. WITL A/F	2. WITL A/F	2. WJXQ-F	2. WJXQ-F
3.	3. WITL A/F	3. WFMK-F<	3. WFMK-F	3. WIBM-F	3. WJR	3. WJIM-F	3. WJIM-F	3. WJIM-F	3. WITL A/F	3. WJIM-F
4.	4. WIBM-F	4. WIBM-F	WIBM-F>	WFMK-F	4. WVIC-F	4. WFMK-F	4. WFMK-F>	4. WFMK-F<	4. WLNZ-F	WVIC-F
5.	5. WFMK-F	5. WJXQ-F	5. WJXQ-F	5. WJIM-F	5. WFMK-F	5. WIBM-F	5. WIBM-F	5. WIBM-F	5. WIBM-F	5. WIBM-F
6.	6.	6.	6.	6.	6.	6.	6.	6. WLNZ-F	6.	WJIM

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WVIC-F>>	1. WVIC-F>>	1. WVIC-F	1. WVIC-F>>	1. WVIC-F	1. WVIC-F	1. WVIC-F	1. WVIC-F	1. WVIC-F>	1. WVIC-F
2. WLNZ-F	2. WFMK-F	2. WITL A/F	2. WFMK-F	2. WFMK-F	2. WJXQ-F>>	2. WJXQ-F>>	2. WJXQ-F	2. WJXQ-F	WITL AF
3. WFMK-F	3. WITL A/F	3. WFMK-F>	3. WITL A/F	WITL A/F	3. WMMQ-F	3. WIBM-F	WIBM-F	3. WITL A/F	3. WIBM-F>
WIBM-F	4. WIBM-F	4. WIBM-F	4. WIBM-F	4. WJIM-F	4. WITL A/F	WMMQ-F	4. WITL A/F	4. WIBM-F>	4. WJXQ-F
WJIM-F	WLNZ-F	5.	5. WJIM-F	5. WIBM-F	5.	5. WITL A/F	5.	5. WMMQ-F	5. WJIM-F
6.	6.	6.	6. WLNZ-F	6.	6.	6.	6.	6. WFMK-F	6.

FORMATS	AM	FM	TOTAL	%	FAL 87 %
TOP 40/CHR/CONTEMP	1 (1)	154 (3)	155 (4)	30.7	24.6
AOR/CLASSIC		61 (3)	61 (3)	12.1	14.2
AC/OLDIES/SOFT ROCK		100 (4)	100 (4)	19.8	17.7
MOR/VARIETY/FULL	27 (1)		27 (1)	5.3	7.7
COUNTRY	7 (1)	73 (2)	80 (3)	15.8	18.7
BLACK/URBAN	11 (2)		11 (2)	2.2	5.9
BTFL/EZ	12 (1)	59 (2)	71 (3)	14.1	10.8
NEWS/TALK					
NOSTALGIA					
RELIGION/GOSPEL					0.4
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
OTHERS/UNKNOWN					
			505 (20)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WILS	1320	Lansing	1.3/7.0
WVIC	730	East Lansing	.2/1.5
WXLA	1180	Dimondale	.5/2.3
WIOG-F	102.5	Bay City	1.2/5.2
WJFM-F	93.7	Grand Rapids	.3/1.7
WNWN-F	98.5	Coldwater	.5/1.1
WOOD-F	105.7	Grand Rapids	.7/4.5
WRIF-F	101.1	Detroit	.7/2.8

RADIO STATIONS

WILS,	1320,	5 KW/1 KW (DA-2)	, BLACK	CBS,	$ 14.00	(Banner)		
WJIM,	1240,	1 KW	, BTFL	NBC,	$ 13.00	(Torbet)	Leicinger	
WXLA,	1180,	1 KW (DAYS,DA)	, BLACK	,	$ 14.00	(Patt)		
WFMK-F	99.1,	28 KW @ 600,	AC	,	$ 41.00	(Republic)	Liggett	
WIBM-F,	94.1,	50 KW @ 500,	OLDIES	US 2,	$ 30.00	(MMR)		(JACKSON)
WILS-F,	101.7,	3 KW @ 180,	AC	CBS,	$ 28.00	(Banner)		
WITL-F,	100.7,	27 KW @ 680,	COUNTRY	ABC-E,	$ 51.00	(Mc-Guild)	Midwest Family	
WJIM-F,	97.5,	28 KW @ 440,	BTFL/EZ	NBC,	$ 30.00	(Torbet)	Leicinger	
WJXQ-F,	106.1,	50 KW @ 500,	AOR	ABC-C,	$ 26.00	(Christal)		(JACKSON)
WLNZ-F,	92.1,	3 KW @ 300,	CHR	,	$ 22.00	(MMR)		(ST. JOHNS)
WMMQ-F,	92.7,	1.5 KW @ 466,	CLASSIC AOR	Source,	$ 29.00	(HNWH)		(CHARLOTTE)
WVIC-F,	94.9,	49 KW @ 500	CHR	,	$ 68.00	(Katz)	Goodrich	

WJR - See Detroit WIOG-F - See Saginaw

LAS VEGAS

Arbitron Rank/Pop (12+): 74/520,700

MSA Rank/Pop: 83/609,700
ADI #95
Average Person Ratings: 17.9
Market TSL: 23.8 Hours

Stations: 20/19
Diaries: 838/621:1/45.8%
Sample Target: 820
% Below Line: 1.3%
% Not Listed: 19.1%

1988 Revenue: $19,200,000
HH/ Inc: $30,679
Retail $: 5.1 Bil
Pop per Station: 27,405
#1 Biller: KFMS A/F $2,600,000

12+ METRO		1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. KFMS A/F	(C)	107/11.4	12.7	10.9	10.9	9.5	11.5	113/ 1057	990/19.0	16.7	17.3	124	12.0	119	832	KFMS A/F
2. KXTZ-F	(EZ)	96/10.3	9.2	11.0	13.1	9.6	10.9	106/ 813	747/14.3	16.3	16.7	75	7.8	77	630	KXTZ-F
3. KLUC-F	(CHR)	85/ 9.1	10.9	10.6	10.7	11.3	10.3	86/ 1234	1206/23.2	27.1	23.8	54	10.5	104	1304	KLUC-F
4. KKLZ-F	(AOR)	75/ 8.0	9.3	7.1	8.6	4.7	8.3	76/ 803	765/14.7	14.1	11.7	115	8.6	85	743	KKLZ-F
5. KYRK-F	(CHR)	60/ 6.4	6.2	8.0	5.3	8.2	6.5	67/ 921	873/16.8	22.8	20.7	33	8.9	88	1131	KYRK-F
6. KMZQ-F	(AC)	51/ 5.5	4.8	6.1	4.9	6.0	5.3	51/ 682	675/13.0	13.8	11.4	127	3.3	33	390	KMZQ-F
7. KOMP-F	(AOR)	47/ 5.0	6.0	4.8	4.4	7.1	5.1	48/ 762	730/14.0	13.1	12.2	106	8.1	80	712	KOMP-F
8. KORK	(BB)	40/ 4.3	4.4	5.2	2.7	5.9	4.2	40/ 442	442/ 8.5	8.3	8.5	44	3.4	34	437	KORK
9. KRLV-F	(AC)	39/ 4.2	2.1	3.1	3.5	1.7	3.2	39/ 502	507/ 9.7	6.7	4.8	157	4.2	41	343	KRLV-F
10. KDWN	(T)	26/ 2.8	3.2	2.1	3.7	3.9	3.0	27/ 370	345/ 6.6	7.3	6.6	75	2.4	24	414	KDWN
11. KRRI-F	(O)	22/ 2.4	2.1	1.8	2.1	1.8	2.1	22/ 337	337/ 6.5	6.5	7.2	171	2.7	27	297	KRRI-F
12. KLSQ-F	(O)	21/ 2.3	3.1	3.3	3.4	3.3	3.0	21/ 526	526/10.1	8.6	8.1	122	2.0	20	300	KLSQ-F
KEYV-F	(J/NA)	21/ 2.3	1.9	1.8	3.9	2.4	2.5	21/ 298	298/ 5.7	4.9	5.5	157	1.4	14	338	KEYV-F
KNUU	(N/T)	21/ 2.3	2.1	2.0	3.0	3.3	2.4	21/ 321	321/ 6.2	7.3	8.1	57	.6	6	190	KNUU
15. KENO	(O)	14/ 1.5	2.7	2.4	1.8	2.2	2.1	14/ 275	275/ 5.3	7.6	5.2	160	1.8	18	172	KENO

12+ FM SHARE (METRO): 83.55% (630 of 754) (FAL 87: 77.41%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KLUC-F<	1. KKLZ-F>	1. KKLZ-F<	1. KFMS A/F	1.KFMS AF>	1.KXTZ-F	1. KFMS A/F	1. KFMS A/F	1. KFMS A/F	1. KLUC-F>	1. KFMS-F>>
2. KYRK-F>>	2. KLUC-F	2. KFMS A/F	2. KKLZ-F>	2.KKLZ-F	2.KFMS A/F>	2. KXTZ-F	2. KXTZ-F	2. KLUC-F	2. KFMS-F	2. KDWN
3.	3. KOMP-F	3. KLUC-F	3. KRLV-F	3.KXTZ-F	3.KORK	3. KLUC-F<	3. KKLZ-F	3. KKLZ-F	KXTZ-F	3. KORK
4.	4. KFMS A/F	4. KOMP-F	4. KMZQ-F	4.KMZQ-F	4.KMZQ-F	4. KKLZ-F	4. KMZQ-F<	4. KXTZ-F	KYRK-F>	4. KNUU
5.	5. KYRK-F	5. KMZQ-F	5. KOMP-F	5.KRLV-F	5.KDWN	5. KMZQ-F<	5. KLUC-F	KYRK-F	5.	KKLZ-F
6.	6.	KRLV-F		6.	6.	6. KORK	6. KOMP-F	6.		6.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KLUC-F	1. KLUC-F	1. KFMS A/F	1. KFMS AF>	1. KFMS A/F>	1. KKLZ-F	1. KKLZ-F>>	1. KKLZ-F>>	1. KKLZ-F>	1. KKLZ-F<
2. KYRK-F	KFMS AF<	2. KMZQ-F	2. KRLV-F	2. KRLV-F<	2. KLUC-F	2. KLUC-F	2. KFMS A/F	2. KOMP-F	2. KFMS A/F
3. KOMP-F	3. KMZQ-F	3. KKLZ-F	3. KLUC-F	3. KMZQ-F	3. KOMP-F	3. KOMP-F>	3. KOMP-F	3. KLUC-F	3. KXTZ-F
4. KMZQ-F	4. KKLZ-F	4. KRLV-F	KMZQ-F	4. KXTZ-F	4. KYRK-F	4. KYRK-F	4. KLUC-F	KFMS A/F	4. KOMP-F
5. KKLZ-F	5. KOMP-F	5. KOMP-F	5. KKLZ-F	5. KKLZ-F	5.	5. KFMS A/F	5. KLSQ-F	5. KYRK-F	5. KMZQ-F
6.	6. KYRK-F	6.	6.	KLUC-F	6.	6.	6.	6.	6.

FORMATS	AM	FM	TOTAL	%	FAL 87 %
TOP 40/CHR/CONTEMP		145 (2)	145 (2)	19.2	14.7
AOR/CLASSIC	5 (1)	122 (2)	127 (3)	16.8	14.2
AC/OLDIES/SOFT ROCK	14 (1)	133 (4)	147 (5)	19.5	21.0
MOR/VARIETY/FULL					0.5
COUNTRY	6 (1)	101 (1)	107 (2)	14.2	12.3
BLACK/URBAN	8 (1)		8 (1)	1.1	10.0
BTFL/EZ		96 (1)	96 (1)	12.7	11.5
NEWS/TALK	51 (3)		51 (3)	6.8	8.7
NOSTALGIA	40 (1)		40 (1)	5.3	7.1
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE		21 (1)	21 (1)	2.8	-
OTHERS/UNKNOWN		12 (1)	12 (1)	1.6	
RADIO STATIONS			754 (20)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KMTW	1340	Las Vegas	.9/2.7
KROL	870	Laughlin	.4/2.3
KRSR	1140	N. Las Vegas	.5/1.4
KUDA-F	107.5	Pahrump	1.3/4.1

NOTES: KMZQ-F sold by Olympia to Commonwealth for $6,700,000 (MVP). KEYV-F sold to Nemesis for $4,400,000 (Montcalm).

KDWN,	720,	50 KW (DA-N)	, TALK		, $ 22.00 (Banner)	
KENO,	1460,	5 KW/1 KW (DA-N)	, OLDIES		, $ 17.00 (Christal)	Lotus
KRSR,	1140,	10 KW/2.5 KW (DA-N)	, CHR/AOR		, $ 16.00 (Mc-Guild)	Nationwide
KNUU,	970,	5 KW/500 W (DA-2)	, TALK	CBS, MBS	, $ 15.00 (---)	
KORK,	920,	5 KW/500 W (DA-N)	, NOSTALGIA	ABC-I	, $ 25.00 (MMR)	Anchor
KMTW,	1340,	1 KW	, BLACK	SMN	, $ 16.00 (Banner)	Medina
KEYV-F,	93.1,	50 KW @ 103	, JAZZ/NEW AGE		, $ 30.00 (HNWH)	
KFMS-F,	101.9,	100 KW @ 1110	, COUNTRY		, $ 47.00 (Katz)	
KKLZ-F,	96.3,	100 KW @ 1170	, CLASSIC AOR		, $ 34.00 (Banner)	Medina
KLSQ-F,	95.5,	100 KW @ 1120	, OLDIES		, $ 27.00 (Torbet)	
KLUC-F,	98.5,	100 KW @ 1180	, CHR	ABC-C	, $ 61.00 (Mc-Guild)	Nationwide
KMZQ-F,	100.5,	98 KW @ 1180	, AC		, $ 44.00 (Repubic)	
KOMP-F,	92.3,	100 KW @ 1520	, AOR		, $ 40.00 (Christal)	Lotus
KRRI-F,	105.5,	120 KW @ 1477	, OLDIES	MBS	, $ 21.00 (Torbet)	
KXTZ-F,	94.1,	100 KW @ 1210	, BTFL/EZ		, $ 45.00 (Durpetti)	Parker
KYRK-F,	97.1,	50 KW @ 1950	, CHR/URBAN	ABC-E	, $ 35.00 (MMR)	Anchor
KRLV-F,	106.3,	100 KW @ 1155	, SOFT AC		, $ 26.00 (Eastman)	

LEXINGTON

Arbitron Rank/Pop (12+): 127/279,200

MSA Rank/Pop: 139/334,400
ADI #74
Average Person Ratings: 16.0
Market TSL: 21.0 Hours

Stations: 14/13
Diaries: 740/377:1/55.2%
Sample Target: 660
% Below Line: 1.1%
% Not Listed: 13.6%

1988 Revenue: $11,300,000
HH Inc.: $31,229
Retail $: 2.7 Bil
Pop per Station: 21,477
#1 Biller: WVLK-F $2,400,000

12+ METRO		1/4/SHARE	SPG 88	FAL 87	SPG 87	FAL 86	4 BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. WVLK-F	(C)	82/18.3	15.4	16.5	13.0	17.2		212/2391	904/32.4	28.9	30.3	119	14.9	69	799	WVLK-F
2. WLAP-F	(CHR)	51/11.4	13.9	15.5	14.2	9.7		140/1983	747/26.8	31.0	30.3	111	10.8	50	877	WLAP-F
3. WKQQ-F	(AOR)	47/10.5	14.9	13.0	9.9	10.9		83/1272	673/24.1	25.2	24.4	106	18.8	87	737	WKQQ-F
WCKU-F	(B)	47/10.5	---	---	---	---		55/ 609	459/16.4	---	---	87	17.1	79	444	WCKU-F
5. WVLK	(MOR)	40/ 8.9	9.9	8.8	9.9	10.0		46/ 842	660/23.6	20.9	20.9	98	5.6	26	373	WVLK
6. WCOZ-F	(AC)	26/ 5.8	5.5	4.3	4.8	6.0		27/ 487	391/14.0	11.5	12.3	136	4.1	19	271	WCOZ-F
7. WFMI-F	(CHR)	25/ 5.6	7.9	9.5	10.6	13.2		38/ 794	535/19.2	19.6	23.3	50	9.3	43	509	WFMI-F
8. WBBE	(BB)	15/ 3.4	2.7	3.0	3.4	3.2		16/ 198	171/ 6.1	5.4	4.7	24	1.1	5	72	WBBE
9. WCGW	(R/G)	12/ 2.7	2.7	2.0	1.2	.7		19/ 182	107/ 3.8	3.4	2.3	104	.4	2	66	WCGW
WLAP	(O)	12/ 2.7	3.2	3.3	3.6	5.0		16/ 368	245/ 8.8	11.5	11.6	104	1.3	6	153	WLAP
11. WMGB-F	(AC)	10/ 2.2	3.7	3.8	5.0	2.7		11/ 354	321/11.5	11.1	12.7	127	1.9	9	181	WMGB-F
12. WJMM-F	(R/G)	9/ 2.0	1.7	2.8	2.9	2.2		15/ 328	225/ 8.1	6.3	6.8	120	1.9	9	223	WJMM-F
13.																
14.																
15.																

12+ FM SHARE (METRO): 76.94% (297 OF 386) (FAL 87: 73.06%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WFMI-F>>	1. WKQQ-F	1. WVLK-F	1. WVLK-F>	1. WVLK-F>	1. WVLK-F>	1. WVLK-F	1. WVLK-F>	1. WVLK-F>	1. WCKU-F	1. WVLK-F>>
2. WCKU-F>	2. WLAP-F	2. WLAP-F<	2. WLAP-F	2. WLAP-F	2. WVLK	2. WVLK >	2. WLAP-F	2. WLAP-F	2. WFMI-F	2. WCKU-F>
3. WLAP-F	3. WVLK-F	3. WKQQ-F	3. WKQQ-F	3. WKQQ-F	3. WCOZ-F	3. WLAP-F<	3. WKQQ-F	3. WKQQ-F<	3. WKQQ-F<	3. WJMM-F
4. WVLK-F	4. WCKU-F	4. WCKU-F	4. WCKU-F	4. WCKU-F	4. WBBE	4. WCKU-F	4. WCKU-F	4. WCKU-F>	4. WVLK-F	WLAP-F
WKQQ-F	5.	5.	5. WVLK	5. WVLK	5. WLAP-F	5. WKQQ-F	5. WCOZ-F	5. WCOZ-F	5. WLAP-F	5.
			6. WCOZ-F	6. WCOZ-F						

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WCKU-F	1. WVLK-F	1. WVLK-F<	1. WVLK-F>	1. WVLK-F>	1. WKQQ-F>	1. WKQQ-F>	1. WKQQ-F	1. WKQQ-F	1. WVLK-F>
WVLK-F	2. WLAP-F>	2. WLAP F	2. WLAP-F>	2. WLAP-F>	2. WLAP-F	2. WLAP-F	2. WLAP-F	2. WVLK-F	2. WKQQ-F
3. WLAP-F	3. WKQQ-F	3. WKQQ F	3. WKQQ-F	3. WCOZ-F	WCKU-F	WCKU-F>	WVLK-F	3. WCKU-F	3. WCKU-F
4. WKQQ-F	WCKU-F	4. WCGW	WCKU-F	4. WVLK	4. WFMI-F	4. WVLK-F	WCKU-F	4. WLAP-F>	4. WLAP-F
5.	5. WCGW	5. WCKU F	5. WCOZ-F	WKQQ-F	5.	5.		5. WVLK	5. WVLK

FORMATS	AM	FM	TOTAL	%	FAL 87 %
TOP 40/CHR/CONTEMP		76 (2)	76 (2)	19.7	27.8
AOR/CLASSIC		47 (1)	47 (1)	12.2	14.2
AC/OLDIES/SOFT ROCK	5 (1)	36 (2)	41 (3)	10.6	11.7
MOR/VARIETY/FULL	57 (3)		57 (3)	14.8	15.3
COUNTRY		82 (1)	82 (1)	21.2	20.8
BLACK/URBAN		47 (1)	47 (1)	12.1	
BTFL MUSIC/EZ					1.4
NEWS/TALK					
NOSTALGIA	15 (1)		15 (1)	3.9	3.3
RELIGION/GOSPEL	12 (1)	9 (1)	21 (2)	5.4	5.3
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
OTHERS/UNKNOWN					
	89 (6)	297 (8)	386 (14)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING			
WLXG	1300	Lexington	1.1/4.6
WHAS	840	Louisville	1.1/5.4

RADIO STATIONS

WBEE, 1580, 10 KW/45 W (DA-1) , NOSTALGIA ,$ 15.00 (Republic) Audubon (GEORGETOWN)
WLAP, 630, 5 KW/1 KW (DA-2) , MOR CBS,US 2,$ 27.00 (Mc-Guild) Trumper
WLXG, 1300, 2.5 KW/1 KW (DA-N) , OLDIES NBC,$ 17.00 (HNWH) Martin
WVLK, 590, 5 KW/1 KW (DA-2) , MOR ABC-I,$ 40.00 (Katz) Bluegrass

WCOZ-F, 96.7, 3 KW @ 300, SOFT AC NBC,$ 19.00 (HNWH) Martin (PARIS)
WFMI-F, 100.1, 1 KW @ 460, CHR ABC-F,$ 35.00 (Roslin) Premier (WINCHESTER)
WKQQ-F, 98.1, 100 KW @ 551, AOR ,$ 54.00 (Christal) Village
WLAP-F, 94.5, 100 KW @ 660, CHR US 1,$ 50.00 (---) Trumper
WVLK-F, 92.9, 100 KW @ 854, COUNTRY ,$ 60.00 (Katz) Bluegrass
WMGB-F, 103.1, 3 KW @ 300, AC ,$ 23.00 (Republic) Audubon (GEORGETOWN)
WJMM-F, 106.3, 3 KW @ 316, RELIGION ,$ 16.00 (---) Mortenson (VERSAILLES)
WCKU-F, 102.5, 2 KW @ 350, BLACK ,$? (---) (NICHOLASVILLE)

MISCELLANEOUS COMMENTS WHRS, WFMI-F (Winchester) sold to Premier for $3,300,000 (Blackburn)... WCKU debuts with a Black format...

LITTLE ROCK

Arbitron Rank/Pop (12+): 82/420,300

MSA Rank/Pop: 96/515,300
ADI#54
Average Person Ratings: 16.6
Market TSL: 22.0 Hours

Stations: 16/16
Diaries: 868/484:1/55.7%
Sample Target: 800
% Below Line: 0
% Not Listed: 11.9%

1988 Revenue: $13,200,000
HH/ Inc: $32,274
Retail $: 3.4 Bil
Pop per Station: 26,269
#1 Biller: KSSN-F $3,700,000

12+ METRO		1/4/SHARE	SPG 88	FAL 87	SPG 87	FAL 86	4BOOK AVG	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME
1. KSSN-F	(C)	142/20.3	20.3	20.6	15.5	15.9	---	258/2866	1368/32.5	30.3	29.5	117	21.1	149	1280 KSSN-F
2. KIPR-F	(B)	69/ 9.9	7.5	3.2	2.5	1.7	---	124/ 963	514/12.2	11.8	6.8	91	12.0	85	691 KIPR-F
3. KKYK-F	(CHR)	67/ 9.6	11.6	10.5	8.4	9.6	---	135/2170	1124/26.7	29.6	27.0	91	11.8	83	1496 KKYK-F
4. KEZQ-F	(EZ)	63/ 9.0	11.2	8.8	10.8	12.0	---	114/1385	771/18.3	18.2	16.5	91	7.4	52	519 KEZQ-F
5. KZOU-F	(CHR)	57/ 8.2	6.8	9.1	11.2	12.3	---	117/1788	872/20.7	18.0	22.4	72	10.5	74	1112 KZOU-F
6. KARN	(N/T)	53/ 7.6	6.2	6.8	6.1	6.5	---	58/ 803	628/14.9	14.4	15.3	75	4.5	32	437 KARN
7. KMJX-F	(AOR)	39/ 5.6	5.7	4.9	9.0	4.8	---	62/ 931	554/13.2	13.1	10.0	105	9.6	68	727 KMJX-F
8. KHLT-F	(AC)	36/ 5.2	6.4	6.9	5.5	4.9	---	53/ 953	655/15.6	16.6	16.2	138	4.2	30	467 KHLT-F
9. KZLR-F	(AOR)	26/ 3.7	2.9	2.1	2.1	---	---	66/ 725	416/ 9.9	9.7	5.5	105	3.8	27	427 KZLR-F
10. KWTD-F	(B)	18/ 2.6	3.2	6.0	6.1	5.1	---	18/ 300	262/ 6.2	5.1	9.5	127	2.5	18	179 KWTD-F
11. KHLT	(AC)	12/ 1.7	.4	3.4	3.1	4.5	---	17/ 235	180/ 4.3	2.7	10.1	106	.3	2	181 KHLT
12. KITA	(R/G)	11/ 1.6	1.3	.7	1.9	2.2	---	11/ 178	154/ 3.7	4.8	2.1	131	.8	6	117 KITA

12+ FM SHARE (METRO): 84.07% (517 of 615) (FAL 87: 79.20%)

TEENS -	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KKYK-F	1. KSSN-F<	1. KSSN-F>	1. KSSN-F>>	1. KSNN-F>>	1. KSSN-F>	1. KSSN-F>	1. KSSN-F>>	1. KSSN-F>	1. KIPR-F>	1. KARN<
2. KIPR-F	2. KIPR-F>	2. KIPR-F	2. KIPR-F<	2. KIPR-F<	2. KEZQ-F	3. KKYK-F	2. KEZQ-F	2. KKYK-F	2. KSSN-F	2. KSSN-F
3. KZOU-F>>	3. KZOU-F	3. KKYK-F	3. KKYK-F	3. KKYK-F	3. KARN>>	3. KEZQ-F	3. KKYK-F	3. KIPR-F	3. KKYK-F	3. KEZQ-F
4.	4. KKYK-F	4. KZOU-F	4. KHLT-F	4. KEZQ-F	4.	4. KARN	4. KZOU-F	4. KZOU-F	4. KARN<	4. KIPR-F
5.	KMJX-F	5. KMJX-F	5. KEZQ-F	5. KHLT-F	5.	5. KIPR-F<	5. KIPR-F<	5. KIPR-F<	5. KZOU-F	5. KHLT-F<
6.	6.	6.	6.	6.	6.	6. KZOU-F	6. KARN	6. KARN	6.	6. KMJX-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KIPR-F	1. KIPR-F	1. KSSN-F	1. KSSN-F>	1. KSSN-F>>	1. KMJX-F	1. KMJX-F	1. KSSN-F	1. KSSN-F>	1. KSSN-F>
2. WZOU-F	KSSN-F>	2. KIPR-F	2. KIPR-F	2. KEZQ-F	2. KZOU-F	2. KSSN-F	2. KIPR-F	2. KMJX-F	2. KMJX-F
3. KSSN-F	3. KKYK-F	3. KKYK-F	3. KKYK-F	3. KIPR-F	3. KZLR-F	3. KIPR-F	KMJX-F	3. KZOU-F	KARN
4. KKYK-F	4. KZOU-F	4. KHLT-F	4. KEZQ-F	4. KKYK-F	4. KIPR-F	4. KZOU-F	4. KZOU-F	4. KKYK-F	4. KIPR-F
5.	5. KHLT-F	5.	5. KHLT-F	5. KHLT-F	KKYK-F	5. KZLR-F	5. KZLR-F	KIPR-F	KKYK-F
6.	6.	6.	KZOU-F	6.	6.	6.	6.	6.	6. KZOU-F

FORMATS	AM	FM	TOTAL	%	FAL 87 %
TOP 40/CHR/CONTEMP		124 (2)	124 (2)	20.2	28.8
AOR/CLASSIC		65 (2)	65 (2)	10.6	7.7
AC/OLDIES/SOFT ROCK	15 (2)	36 (1)	51 (3)	8.3	7.5
MOR/VARIETY/FULL					
COUNTRY		142 (1)	142 (1)	23.1	29.6
BLACK/URBAN		87 (2)	87 (2)	14.1	12.5
BTFL/EZ		63 (1)	63 (1)	10.2	10.6
NEWS/TALK	53 (1)		53 (1)	8.6	7.4
NOSTALGIA					
RELIGION/GOSPEL	27 (3)		27 (3)	4.4	2.7
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
OTHERS/UNKNOWN	3 (1)		3 (1)	0.5	0.8
			615 (16)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KAAY	1090	Little Rock	1.1/4.4
KGKO	850	Benton	.4/1.0
KMTL	760	Sherwood	1.1/2.4
KZOU	1250	Little Rock	.4/1.7

RADIO STATIONS

KARN,	920,	5 KW (DA-2)	, TALK/NEWS	CBS,	$ 39.00 (Banner)			Neal Gladner
KHLT,	1010,	10 KW/5 KW (DA-N)	, MOR/TALK	NBC,	$ 20.00 (Christal)	Signal		Terrell Methany
KZOU,	1250,	2.5 KW/500 W (DA-2)	, OLDIES	,	$ 22.00 (---)	Encore		Hal Smith
KEZQ-F,	100.3,	44 KW @ 1369,	BTFL/EZ	US 2,	$ 37.00 (MMR)			Wally Tucker
KHLT-F,	94.1,	100 KW @ 1275,	AC	,	$ 42.00 (Christal)	Signal		Terrell Methany
KKYK-F,	103.7,	100 KW @ 1510,	CHR	,	$ 53.00 (Banner)	Shephard		
KMJX-F,	105.1,	100 KW @ 1054,	AOR	ABC-R,	$ 40.00 (HNWH)	Coastal		Dick Booth
KSSN-F,	95.7,	100 KW @ 1664,	COUNTRY	ABC-E,	$ 80.00 (Katz)	Southern Skies		Jerry Atchley
KZLR-F,	94.9,	100 KW @ 1843,	AOR/CHR	,	$ 26.00 (Durpetti)	Southern Starr	(PINE BLUFF)	Steve McNamara
KZOU-F,	98.5,	100 KW @ 1286,	CHR	,	$ 45.00 (Republic)	Encore		Hal Smith
KIPR-F,	92.3,	100 KW @ 938,	BLACK/URBAN	,	$ 24.00 (Banner)		(PINE BLUFF)	Cal Arnold
KWTD-F,	106.3,	3 KW @ 290,	BLACK	MBS,	$ 27.00 (Roslin)		(LONOKE)	Thessia Dunn

NOTES: KOXY changes to KZOU-A (Aug) and format from BLACK to OLDIES.

LOS ANGELES

Arbitron Rank/Pop (12+): 2/9,086,100

MSA Rank/Pop: 2/11,700,000
ADI #2
Average Person Ratings: 17.7
Market TSL: 23.5 Hours

Stations: 42/42
Diaries: 4286/2120:1/44.2%
Sample Target: 3440
% Below Line: 0
% Not Listed: 10.0

1988 Revenue: $334,000,000
HH/ Inc: $37,900
Retail $: 93.6 Bil
Pop per Station:
#1 Biller: KABC $33,000,000

12+ METRO		1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. KPWR-F	(CHR/U)	1153/7.2	7.4	7.4	7.1	7.5	7.3	1234/18883	17120/18.8	18.6	17.7	69	9.2	1335	19018	KPWR-F
2. KIIS-F	(CHR)	928/5.8	6.8	6.1	6.6	6.9	6.3	1144/20843	17201/18.9	19.3	21.5	97	7.6	1099	18965	KIIS-F
3. KOST-F	(AC)	865/5.4	5.0	4.6	5.3	4.5	5.1	1002/15626	13344/14.7	12.9	13.2	117	5.1	743	10338	KOST-F
4. KABC	(T)	851/5.3	5.7	6.2	5.8	5.5	5.8	929/12639	11334/12.5	13.3	10.7	66	5.8	838	10202	KABC
5. KJOI-F	(EZ)	745/4.6	4.1	4.2	3.9	4.3	4.2	820/ 9467	8641/ 9.5	9.6	9.3	65	3.7	530	5535	KJOI-F
6. KLOS-F	(AOR)	577/3.6	4.3	4.3	3.6	3.8	4.0	791/12168	9049/10.0	10.9	9.6	119	5.3	760	10688	KLOS-F
7. KNX	(N)	567/3.5	3.1	2.9	3.0	3.2	3.1	724/15121	12295/13.5	11.1	11.9	83	2.5	359	7564	KNX
8. KBIG-F	(AC)	528/3.3	4.2	3.4	3.3	4.0	3.6	627/10383	8754/ 9.6	8.8	11.2	100	2.7	397	4754	KBIG-F
9. KTWV-F	(J/NA)	526/3.3	3.0	1.7	2.4	2.3	2.6	642/ 9606	7683/ 8.5	6.7	6.8	145	3.0	444	6279	KTWV-F
10. KRTH-F	(O)	516/3.2	3.1	3.7	3.3	3.7	3.3	746/14673	11062/12.2	11.9	12.2	144	3.0	431	7797	KRTH-F
11. KROQ-F	(AOR)	514/3.2	3.4	3.4	3.4	3.7	3.4	609/ 9959	8568/ 9.4	9.8	9.6	44	4.9	713	9017	KROQ-F
12. KFWB	(N)	495/3.1	3.3	2.7	3.3	4.2	3.1	518/12374	11714/12.9	11.6	15.3	84	2.6	379	8015	KFWB
13. KLVE-F	(SP)	452/2.8	2.7	3.1	2.8	2.5	2.9	468/ 5794	5455/ 6.0	5.8	5.1	129	2.4	340	4822	KLVE-F
14. KTNQ	(SP)	447/2.8	2.7	4.2	3.0	3.0	3.2	462/ 4972	4750/ 5.2	6.2	4.6	118	1.9	275	3522	KTNQ
15. KIQQ-F	(AC)	450/2.8	2.6	2.4	2.5	2.8	2.6	514/ 8845	7698/ 8.5	7.0	8.7	114	2.6	382	5368	KIQQ-F
16. KZLA-F	(C)	417/2.6	2.1	2.1	2.4	2.1	2.3	461/ 5925	5373/ 5.9	4.6	5.8	127	2.7	384	3460	KZLA-F
17. KLSX-F	(AOR)	377/2.3	3.1	2.7	3.0	3.6	2.8	392/ 8053	7540/ 8.3	8.8	9.5	152	2.5	368	5133	KLSX-F
18. KJLH-F	(B)	373/2.3	1.6	1.6	2.3	1.8	2.0	380/ 5322	5210/ 5.7	5.4	4.4	113	2.8	411	4599	KJLH-F
19. KMPC	(BB)	340/2.1	2.0	2.4	2.7	2.5	2.3	290/ 8126	7002/ 7.7	6.7	6.7	71	1.8	266	3682	KMPC
20. KNAC-F	(AOR)	255/1.6	1.0	1.1	1.1	1.1	1.2	278/ 3604	3187/ 3.5	3.3	2.6	50	2.3	327	3992	KNAC-F
21. KFAC-F	(CL)	238/1.5	1.4	1.4	1.4	1.6	1.4	292/ 5634	4853/ 5.3	5.1	4.8	80	1.1	164	2774	KFAC-F
22. KACE-F	(B)	272/1.4	1.0	.9	1.0	.9	1.1	228/ 4196	4163/ 4.6	3.1	3.5	121	1.4	196	2993	KACE-F
23. KWKW	(SP)	217/1.3	1.5	1.9	1.8	1.0	1.6	220/ 2266	2257/ 2.5	3.4	1.9	131	.7	100	1370	KWKW
24. KFI	(T)	213/1.3	1.4	1.4	1.2	1.3	1.3	330/ 6629	4355/ 4.8	5.2	4.7	131	1.6	238	4262	KFI
25. KDAY	(B)	201/1.2	1.6	1.5	1.7	1.5	1.5	214/ 3319	3214/ 3.5	4.2	4.3	50	1.6	235	3058	KDAY
26. KSKQ	(SP)	196/1.2	1.6	1.4	.9	.9	1.3	196/ 3162	2154/ 2.4	2.6	1.9	142	.2	36	1400	KSKQ
27. KRLA	(O)	190/1.2	1.3	1.3	1.3	1.1	1.3	230/ 2955	3465/ 3.8	4.3	4.4	125	1.3	182	2861	KRLA
28. KNX-F	(AOR)	187/1.2	1.3	1.3	1.9	1.3	1.4	248/ 5586	4497/ 4.9	5.5	4.9	150	1.2	169	2793	KNX-F
29. KRTH	(O)	180/1.1	.9	.8	.8	1.3	.9	182/ 3646	3520/ 3.9	3.6	3.9	109	.6	89	2507	KRTH
30. KLAC	(C)	169/1.0	1.0	1.6	1.2	1.4	1.2	194/ 3704	3164/ 3.5	5.8	3.9	70	1.3	189	2055	KLAC
31. KKGO-F	(J)	162/1.0	1.5	1.0	1.2	1.0	1.2	181/ 3597	3155/ 3.5	3.8	3.4	130	1.0	138	2243	KKGO-F

12+ FM SHARE (METRO): 64.13% (9301 of 14503) (FAL 87: 67.57%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KPWR-F>	1. KPWR-F>	1. KPWR-F	1. KOST-F	1. KOST-F	1. KABC	1. KIIS-F	1. KPWR-F	1. KPWR-F>	1. KOST-F	1. KABC>
2. KIIS-F	2. KIIS-F	2. KIIS-F	2. KIIS-F	2. KIIS-F	2. KJOI-F>	2. KABC	2. KOST-F	2. KIIS-F	KPWR-F>	2. KNX
3. KROQ-F>	3. KLOS-F	3. KOST-F	3. KPWR-F	3. KPWR-F	3. KNX	KPWR-F	3. KJOI-F	KOST-F	3. KABC	3. KFWB
4. KOST-F<	4. KOST-F	4. KLOS-F	4. KTWV-F<	4. KTWV-F	4. KFWB	4. KNX	4. KABC	4. KJOI-F	4. KIIS-F	4. KPWR-F
5. KIIS	5. KROQ-F	5. KRTH-F	5. KRTH-F	5. KRTH-F	5. KOST-F	5. KLOS-F	KIIS-F	5. KABC	5. KJLH-F	5. KOST-F
6. KDAY<	6. KLVE-F	KTWV-F	6. KLOS-F	6. KLOS-F	6. KBIG-F	6. KFWB	6. KBIG-F	KTWV-F	6. KJOI-F	6. KTNQ
7. KNAC-F	7. KTWV-F<	7. KLVE-F<	7. KLSX-F	7. KLVE-F	7. KMPC	7. KOST-F	7. KLOS-F	7. KROQ-F	7. KROQ-F	7. KJOI-F
8. KJLH-F	8. KLSX-F	8. KLSX-F	KLVE-F	8. KABC	KZLA-F	8. KTNQ	8. KTWV-F	8. KBIG-F	8. KNX	8. KBIG-F<
9.	9. KRTH-F	9. KROQ-F	9. KTNQ<	9. KLSX-F	9. KRTH-F	9. KJOI-F	9. KIQQ-F	KLOS-FF	9. KTNQ	9. KWKW
10.	10. KJLH-F	10. KTNQ	10. KIQQ-F	10. KTNQ	10. KTWV-F	10. KBIG-F	10. KLVE-F	KRTH-F	10. KFWB	10. KIIS-F<
				KZLA-F		KLVE-F	KRTH-F			11. KTWV-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KPWR-F>	1. KPWR-F	1. KIIS-F<	1. KOST-F	1. KOST-F
2. KIIS-F	2. KIIS-F	2. KOST-F	2. KPWR-F	2. KIIS-F
3. KROQ-F	3. KOST-F>	3. KPWR-F<	3. KIIS-F>	3. KPWR-F<
4. KOST-F>	4. KLVE-F<	4. KLVE-F	4. KLVE-F<	4. KBIG-F
5. KJLH-F	5. KROQ-F<	5. KLOS-F	5. KBIG-F	5. KLVE-F
6. KLOS-F	6. KLOS-F	6. KTWV-F	6. KIQQ-F<	6. KRTH-F
7. KIQQ-F<	7. KIQQ-F<	7. KRTH-F	7. KRTH-F<	7. KIQQ-F
8. KBIG-F	8. KJLH-F	8. KIQQ-F<	8. KJLH-F	8. KTWV-F
9. KLVE-F	9. KRTH-F	9. KLSX-F	9. KTWV-F	9. KJOI-F
10. KACE-F	KTWV-F	10. KJLH-F	10. KLOS-F	KZLA-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KPWR-F>	1. KPWR-F>	1. KLOS-F	1. KPWR-F	1. KTWV-F
2. KLOS-F	2. KLOS-F	2. KPWR-F>	2. KLOS-F	2. KLOS-F
3. KROQ-F	3. KIIS-F>	3. KIIS-F	3. KIIS-F	3. KRTH-F<
4. KIIS-F	4. KROQ-F	4. KTWV-F	4. KTWV-F	4. KPWR-F
5. KNAC-F	5. KNAC-F	5. KLSX-F	5. KRTH-F	5. KIIS-F
6. KTNQ<	6. KLSX-F<	6. KOST-F	6. KKSX-F<	6. KOST-F<
7. KOST-F<	7. KTWV-F	7. KLVE-F	7. KTNQ	7. KABC
8. KDAY	8. KOST-F	8. KRTH-F	8. KOST-F	KLSX-F
9. KLSX-F	9. KTNQ	9. KTNQ	9. KROQ-F	9. KNX
10. KRTH-F	10. KRTH-F	10. KNAC-F	10. KABC	KTNQ
		KROQ-F		

FORMATS	AM	FM	TOTAL	%	FAL 87 %
TOP 40/CHR/CONTEMP	109 (1)	2081 (2)	2190 (3)	15.1	15.4
AOR/CLASSIC		2023 (6)	2023 (6)	13.9	14.8
AC/OLDIES/SOFT ROCK	370 (2)	2359 (4)	2729 (6)	18.8	21.9
MOR/VARIETY/FULL					
COUNTRY	169 (1)	466 (2)	635 (3)	4.4	3.8
BLACK/URBAN	291 (2)	600 (2)	891 (4)	6.1	6.0
BTFL/EZ		745 (1)	745 (1)	5.1	4.7
NEWS/TALK	2178 (5)		2178 (5)	15.0	14.6
NOSTALGIA	340 (1)		340 (1)	2.3	2.7
RELIGION/GOSPEL		84 (1)	84 (1)	0.6	1.1
SPANISH	981 (4)	594 (2)	1575 (6)	10.9	8.9
CLASSICAL	18 (1)	238 (1)	256 (2)	1.8	1.9
JAZZ/NEW AGE		689 (2)	689 (2)	4.8	3.6
OTHERS/UNKNOWN	169 (2)		169 (2)	1.2	0.5
			14504 (42)		

OTHER RA STATIONS/METRO SHARE & CUME RATING

KALI	1430	San Gabriel	.8/2.4
KFAC	1330	Los Angeles	.1/ .7
KGFJ	1230	Los Angeles	.6/1.9
KGIL	1260	San Fernando	.3/1.3
KGRB	900	West Covina	.7/ .7
KIEV	870	Glendale	.4/1.9
KIIS	1150	Los Angeles	.7/2.5
KIKF-F	94.3	Garden Grove	.3/1.0
KKLA-F	99.5	Los Angeles	.5/2.0
KMPC-F	101.9	Glendale	.7/2.8
KSKQ-F	97.9	Long Beach	.9/2.6

RADIO STATIONS

AM STATIONS

KABC,	790,	5 KW (DA-N)	TALK	ABC-T, ABC-I,	$400.00 (Katz)	Cap Cities/ABC	
KALI,	1430,	5 KW (DA-2)	HISPANIC		$ 78.00 (Katz)	United	(SAN GABRIEL)
KBRT,	740,	10 KW (DAYS-DA)	RELIGION		$ 50.00 (---)		(AVALON)
KDAY,	1580,	50 KW (DA-2)	BLACK	NBC,	$100.00 (Roslin)	Heritage	(SANTA MONICA)
KFI,	640,	50 KW	TALK	MBS,	$160.00 (Christal)	Cox	
KFWB,	980,	5 KW	NEWS	UPI,NBC,	$300.00 (Group W)	Westinghouse	
KGFJ,	1230,	1 KW	BLACK OLDIES	SMN,SBN,	$ 70.00 (---)		
KLAC,	570,	5 KW (DA-N)	COUNTRY	ABC-D,	$125.00 (Eastman)	Malrite	
KMPC,	710,	50 KW/10 KW(DA-N)	NOSTALGIA		$275.00 (Durpetti)	Golden West	
KNX,	1070,	50 KW	NEWS	CBS,	$330.00 (CBS)	CBS	
KRLA,	1110,	50 KW/10 KW(DA-2)	OLDIES		$110.00 (MMR)	Greater Media	
KRTH,	930,	5 KW (DA-N)	OLDIES	US1,	$ NA (Republic)	RKO-To Beasley	
KSKQ,	1540,	50 KW/10 KW(DA-2)	HISPANIC		$ 90.00 (SBS)	Spanish Broadcasting	
KTNQ,	1020,	50 KW (DA-2)	HISPANIC		$160.00 (Caballero)	Heftel	
KWKW,	1300,	5 KW/1 KW(DA-2)	HISPANIC		$ 90.00 (Lotus)	Lotus	

FM STATIONS

KACE	103.9,	1.6 KW @ 390	BLACK	APR,	$ 70.00 (K & P)	All Pro	(INGLEWOOD)
KBIG,	104.3,	105 KW @ 2890	BTFL/EZ		$270.00 (CBS)	Bonneville	
KPAC,	92.3,	43 KW @ 2835	CLASSICAL		$200.00 (McGuild)		
KFSG,	96.3,	54 KW @ 480	RELIGION	APR,	$ 40.00(---)		
KIIS,	102.7,	8 KW @ 2790	CHR		$550.00 (McGuild)	Gannet	
KGIL,	94.3,	3 KW @ -180	AC		$ 45.00 (HNWH)	Buckley	(SAN FERNANDO)
KIQQ,	100.3,	5 KW @ 3060	SOFT AC	Trans,	$205.00 (HNWH)	Outlet to Westwood One	
KJLH,	102.3,	3 KW @ 300	BLACK		$119.00 (Roslin)		(COMPTON)
KJOI,	98.7,	75 KW @ 1180	BTFL/EZ		$280.00 (Banner)	Legacy to Command	
KKGO,	105.1,	18 KW @ 2900	JAZZ	APR,	$110.00 (CMBS)		
KLOS,	95.5,	63 KW @ 3129	AOR	ABC-R,	$310.00 (Katz)	Cap Cities/ABC	
KLSX,	97.1,	55 KW @ 770	CLASSIC AOR		$300.00 (MMR)	Greater Media	
KLVE,	107.5,	30 KW @ 2800	HISPANIC		$160.00 (Caballero)	Heftel	
KMAX,	107.1,	3 KW @ ??	ETHNIC/RELIGION		$ 40.00 (---)		(ARCADIA)
KMPC,	101.9,	25 KW @ 2848	AOR		$100.00 (Durpetti)	Golden West	(GLENDALE)
KNX,	93.1,	28 KW @ 3496	AOR	CBS-R,	$145.00 (CBS)	CBS	
KNAC,	105.5,	2 KW @ 400	AOR	ABC-F,	$110.00 (K & P)		(ARCARDIA)
KOST,	103.5,	13 KW @ 3100	AC		$390.00 (Christal)	Cox	
KPWR,	105.9,	72 KW @ 770	CHR/URBAN		$415.00 (HNWH)	Emmis	
KRTH,	101.1,	51 KW @ 3130	OLDIES	US2,	$355.00 (Republic)	RKO to Beasley	
KROQ,	106.7,	6 KW @ 1388	AOR		$340.00 (Torbet)	Infinity	
KSKQ,	97.6,	79 KW @ 420	HISPANIC		$ 75.00 (SBS)	Spanish Broadcasting	
KTWV,	94.7,	58 KW @ 2952	JAZZ/NEW AGE	SMN, Source,	$250.00 (Banner)	Metropolitan to Legacy	
KZLA,	93.9,	49 KW @ 720	COUNTRY		$225.00 (Eastman)	Malrite	

CALL LETTER CHANGES

FORMAT CHANGES

KIIS-AM: From CHR to Dance Music

STATIONS

KRTH A/F: From RKO to Beasley for $86,600,000

KIQQ-F: From Outlet to Westwood One for $56,000,000 (Stevens)

KMAX-F: Sold by Universal for $16,000,000 (E) (Grandy)

KPAC-F: Sold by Sandusky for $2,000,000

LOUISVILLE

Arbitron Rank/Pop (12+): 47/791,500

MSA Rank/Pop: 51/960,300
ADI #45
Average Person Ratings: 16.2
Market TSL: 20.5 Hours

Stations: 17/17
Diaries: 1247/635:1/55.0%
Sample Target: 1200
% Below Line: 0
% Not Listed: 9.1%

1988 Revenue: $23,100,000
HH/ Inc: $30,919
Retail $: 7.0 Bil
Pop per Station: 46,559
#1 Biller: WHAS $6,000,000

12+ METRO		1/4/SHARE	SPG 88	FAL 87	SPG 87	FAL 86	4BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. WAMZ-F	(C)	207/17.2	17.8	16.1	16.7	14.3	17.0	322/ 3499	2258/28.5	27.1	22.8	119	13.2	168		WAMZ-F
2. WHAS	(MOR)	181/15.0	17.5	15.4	17.7	16.1	16.4	242/ 3320	2484 31.4	32.2	32.3	94	13.1	166		WHAS
3. WQMF-F	(AOR)	118/ 9.8	9.5	8.9	9.2	8.8	9.4	161/ 1921	1439/18.2	17.8	17.8	103	15.4	195		WQMF-F
4. WDJX-F	(CHR)	109/ 9.1	8.1	10.9	9.1	9.3	9.3	168/ 2574	1774/22.4	23.6	20.7	84	11.6	147		WDJX-F
5. WVEZ-F	(AC)	85/ 7.1	6.9	6.9	6.1	8.5	6.8	115/ 1508	1226/15.5	16.8	17.7	127	5.2	66		WVEX
6. WRKA-F	(AC)	76/ 6.3	4.3	6.6	5.1	7.9	5.6	81/ 1343	1262/15.9	17.8	16.5	138	6.2	78		WRKA-F
7. WJYL-F	(B)	75/ 6.2	4.7	5.9	4.7	4.1	5.4	81/ 816	756/ 9.6	10.6	8.2	110	8.6	109		WJYL-F
8. WLRS-F	(CHR)	72/ 6.0	6.6	5.8	5.3	6.3	5.9	76/ 1627	1487/18.8	18.9	20.7	78	7.8	99		WLRS-F
9. WLOU	(B)	47/ 3.9	3.5	3.2	4.0	4.5	3.7	48/ 542	536/ 6.8	7.6	7.6	82	3.6	46		WLOU
10. WAVG	(O)	44/ 3.7	3.4	4.4	5.8	3.8	4.3	47/ 970	942/11.9	10.2	12.2	62	2.9	37		WAVG
11. WXVW	(BB)	28/ 2.3	3.0	2.5	2.4	2.6	2.6	28/ 333	333/ 4.2	5.0	5.0	17	2.5	32		WXVW

12+ FM SHARE (METRO): 68.92% (754 of 1094) (FAL 87: 64.64%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WDJX-F>>	1. WQMF-F>>	1. WAMZ-F>	1. WAMZ-F>	1. WAMZ-F>	1. WHAS	1. WHAS>	1. WAMZ-F>	1. WAMZ-F	1. WAMZ-F	1. WAMZ-F
2. WLRS-F	2. WAMZ-F	2. WQMF-F	2. WHAS	2. WHAS>	2. WAMZ-F>>	2. WAMZ-F>	2. WHAS	2. WHAS>	2. WHAS	2. WHAS
3. WQMF-F>	3. WDJX-F	3. WHAS	3. WQMF-F	3. WQMF-F	3. WVEZ-F	3. WQMF-F>	3. WVEZ-F	3. WDJX-F	3. WDJX-F	3. WVEZ-F
4. WLOU	4. WJYL-F	4. WDJX-F	4. WRKA-F	4. WVEZ-F	4. WAVG	4. WDJX-F	4. WQMF-F	4. WQMF-F	4. WQMF-F	4. WAVG
5.	5. WLRS-F	5. WJYL-F	WVEZ-F	5. WRKA-F	5. WRKA-F	5. WRKA-F	5. WDJX-F	5. WVEZ-F	5. WJYL-F	WQMF-F
6.	6. WRKA-F	WVEZ-F	WDJX-F	6. WDJX-F	6.	6.	6. WRKA-F	6.	6. WLRS-F	WDJX-F
7.	7.	7. WRKA-F	7.	7.	7.	7.	7.	7.	7.	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WJYL-F	1. WAMZ-F	1. WAMZ-F	1. WAMZ-F>	1. WAMZ-F>	1. WQMF-F>>	1. WQMF-F>>	1. WQMF-F>>	1. WQMF-F	1. WAMZ-F
WQMF-F	2. WRKA-F	2. WRKA-F	2. WVEZ-F	2. WHAS	2. WDJX-F	2. WAMZ-F	2. WAMZ-F	2. WAMZ-F>	2. WQMZ-F<
3. WAMZ-F	3. WDJX-F	3. WDJX-F	3. WRKA-F	3. WRKA-F	WLRS-F	3. WLRS-F	3. WJLY-F	3. WHAS	3. WHAS>>
4. WDJX-F	4. WJYL-F	4. WVEZ-F	4. WHAS	WVEZ-F>	4. WAMZ-F>	4. WDJX-F	4. WLRS-F	4. WDJX-F	4. WJYL-F
5. WLRS-F	5. WQMF-F	5. WJYL-F	5. WDJX-F	5. WDJX-F	5. WJYL-F>	5. WJYL-F	5. WDJX-F	5. WJYL-F	5. WDJX-F
6. WVEZ-F	6. WVEZ-F	6. WQMF-F	6. WJYL-F	6.	6. WLOU	6.	WRKA-F	6. WLRS-F	6.
7. WRKA-F	7.	7. WHAS	7.	7.	7.	7 .	7. WHAS	7.	7.

FORMATS	AM	FM	TOTAL	%	FAL 87 %
TOP 40/CHR/CONTEMP	6 (1)	181 (2)	187 (3)	17.1	16.6
AOR/CLASSIC		118 (1)	118 (1)	10.8	9.4
AC/OLDIES/SOFT ROCK	53 (2)	161 (2)	214 (4)	19.6	20.1
MOR/VARIETY/FULL	181 (1)		181 (1)	16.5	21.3
COUNTRY	12 (1)	207 (1)	219 (2)	20.0	17.6
BLACK/URBAN	47 (1)	75 (1)	122 (2)	11.2	9.1
BTFL/EZ					
NEWS/TALK					
NOSTALGIA	28 (1)		28 (1)	2.6	2.7
RELIGION/GOSPEL	25 (3)		25 (3)	2.3	3.2
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
OTHERS/UNKNOWN					
			1094 (17)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WDJX	1080	Louisville	.5/2.1
WFIA	900	Louisville	.5/2.1
WLLV	1240	Louisville	.6/1.7
WTMT	620	Louisville	1.0/3.4
WVEZ	790	Louisville	.7/3.1
WXLN-F	103.9	Louisville	1.0/3.4

NOTES: WJYL changes from BLACK to SOFT AC (Dec) WAVG changes from MOR to OLDIES (Nov.). WVEZ A/F sold by Federal to Griffin for $7,000,000 (Blackburn). WVEZ A/F sold by Griffin to Wilkes Schwartz for $6,500,000 (Blackburn).

RADIO STATIONS

WAVG,	970,	5 KW (DA-2)	, OLDIES	NBC,US 2,	$ 34.00	(MMR)	Radio One
WDJX,	1080,	10 KW/1 KW (DA-2)	, CHR	SMN,	$ 22.00	(Republic)	Stoner
WHAS,	840,	50 KW	, MOR	ABC-I,	$120.00	(Christal)	Clear Channel
WLOU,	1350,	5 KW/500 W (DA-N)	, BLACK	SBN,	$ 29.00	(MMR)	Johnson
WTMT,	620,	500 W (DA-2)	, COUNTRY	,	$ 13.00	(Masla)	
WXVW,	1450,	1 KW	, NOSTALGIA	SMN,	$ 26.00	(K & P)	
WAMZ-F,	97.5,	100 KW @ 505,	COUNTRY	,	$ 90.00	(Christal)	Clear Channel
WDJX-F,	99.7,	23 KW @ 720,	CHR	ABC-F,	$ 50.00	(Republic)	Stoner
WJYL-F,	101.7,	3 KW @ 300,	SOFT AC	,	$ 32.00	(Banner)	Media Capital
WLRS-F,	102.3,	3 KW @ 300,	CHR	ABC-R,	$ 44.00	(MMR)	Radio One
WQMF-F,	95.7,	34 KW @ 580,	AOR	Source,	$ 54.00	(Eastman)	
WRKA-F,	103.1,	3 KW @ 300,	AC	,	$ 51.00	(Banner)	Capitol-Johnson
WVEZ-F,	106.9,	24 KW @ 670,	SOFT AC	,	$ 47.00	(Katz)	
WXLN-F,	103.9,	3 KW @ 300,	RELIGION	ABC-C,	$ 16.00	(---)	

LUBBOCK

Arbitron Rank/Pop (12+): 165/179,600

MSA Rank/Pop: 189/223,200
ADI# 151
Average Person Ratings: 17.4
Market TSL: 23.3 Hours

Stations: 17/17
Diaries: 574/313:1/53.5%
Sample Target: 550
% Below Line: 0
% Not Listed: 12.5%

1988 Revenue: $6,100,000
HH/ Inc: $30,358
Retail $: 1.63 Bil
Pop per Station: 10,565
#1 Biller: KRLB A/F $1,800,000

12+ METRO		1/4/SHARE	SPG 88	FAL 87	SPG 87	FAL 86	4BOOK AVG	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. KLLL-F	(C)	64/20.4	16.9	14.6	16.7	17.7	---	104/ 942	568/31.6	26.4	26.1	111				KLLL-F
2. KRLB-F	(CHR)	49/15.7	30.7	30.3	32.3	26.5	---	84/1133	731/40.7	45.3	45.7	90				KRLB-F
3. KFMX-F	(AOR)	30/ 9.6	10.9	12.5	10.9	9.5	---	41/ 484	365/20.3	18.3	22.5	70				KFMX-F
4. KZII-F	(CHR)	28/ 8.9	12.0	3.1	6.1	3.4	---	68/ 827	460/25.6	25.9	12.9	69				KZII-F
5. KTEZ-F	(AC)	21/ 6.7	4.9	8.4	7.5	7.8	---	27/ 426	343/19.1	14.4	16.9	128				KTEZ-F
6. KLSC-F	(AOR)	13/ 4.2	1.9	.3	---	---	---	21/ 304	187/10.4	5.6	2.6	131				KLSC-F
7. KKIK-F	(AC)	11/ 3.5	4.5	4.9	5.4	7.1	---	18/ 343	243/13.5	10.6	14.6	89				KKIK-F
8. KVOQ-F	(?)	10/ 3.2	1.1	.7	---	---	---	18/ 129	96/ 5.3	2.6	1.7	191				KVOQ-F
KLFB	(SP)	10/ 3.2	---	3.5	2.0	3.7	---	14/ 118	91/ 5.1	---	3.8	134				KLFB
10. KFYO	(C)	9/ 2.9	5.2	4.9	4.4	5.1	---	30/ 439	249/13.9	11.5	15.1	86				KFYO
11. KJBX	(BB)	8/ 2.6	.7	.7	---	.3	---	15/ 174	98/ 5.5	3.4	2.6	23				KJBX

12+ FM SHARE (METRO): 83.58% (229 of 274) (FAL 87: 87.11%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KRLB-F>	1. KRLB-F	1. KLLL-F>	1. KLLL-F>	1. KLLL-F>	1. KLLL-F>>	1. KLLL-F	1. KLLL-F>>	1. KLLL-F	1. KRLB-F	1. KLLL-F
2. KZII-F>>	2. KLLL-F<	2. KRLB-F>	2. KRLB-F>	2. KRLB-F>	2. KTEZ-F	2. KRLB-F>	2. KRLB-F>	2. KRLB-F>	2. KRMX-F	2. KRLB-F
3. KFMX-F	3. KFMX-F>	3. KFMX-F	3. KFMX-F	3. KTEZ-F	3. KRLB-F	3. KZII-F	3. KFMX-F	3. KZII-F	3. KLLL-F	KFMX-F
4. KLLL-F	4. KZII-F>	4. KZII-F>	4. KTEZ-F	4. KFMX-F	4.	4. KFMX-F	4. KZII-F	4. KFMX-F	4. KZII-F	4. KZII-F
5.	5. KLSC-F	5. KTEZ-F	KVOQ-F	5. KVOQ-F	5.	5. KTEZ-F	5. KTEZ-F	5. KTEZ-F	5. KTEZ-F	5.
6.	6.	6. KLSC-F	KZII-F	KZII-F	6.	6.	6.	6.	6.	6.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KLLL-F	1. KRLB-F	1. KRLB-F>>	1. KLLL-F	1. KLLL-F	1. KFMX-F>	1. KFMX-F	1. KLLL-F	1. KLLL-F	1.KLLL-F>>
2. KRLB-F	2. KLLL-F	2. KLLL-F	2. KRLB-F>	2. KRLB-F>>	2. KLLL-F	2. KLLL-F	KFMX-F	2. KFMX-F>	2.KFMX-F
3. KZII-F	3. KZII-F	3. KZII-F	3. KZII-F>	3. KTEZ-F	KRLB-F	3. KRLB-F	3. KLSC-F	3. KRLB-F	KRLB-F
4. KFMX-F	4. KFMX-F>	4.	4. KFMX-F	4. KZII-F	4. KZII-F	4. KLSC-F	KRLB-F	4. KLSC-F	4.KLSC-F
5.	5. KTEZ-F	5.	5. KTEZ-F	5. KLFB-F	5.	5.	5.	5. KZII-F	KTEZ-F
				KVOQ-F					

FORMATS	AM	FM	TOTAL	%	FAL 87 %
TOP 40/CHR/CONTEMP		77 (2)	77 (2)	28.1	34.8
AOR/CLASSIC		43 (2)	43 (2)	15.7	17.6
AC/OLDIES/SOFT ROCK	8 (1)	32 (2)	40 (3)	14.6	14.8
MOR/VARIETY/FULL					
COUNTRY	13 (2)	64 (1)	77 (3)	28.1	22.7
BLACK/URBAN					
BTFL/EZ					
NEWS/TALK					
NOSTALGIA	3 (1)		3 (1)	1.1	2.7
RELIGION/GOSPEL		3 (1)	3 (1)	1.1	3.1
SPANISH	18 (3)		18 (3)	6.6	7.4
CLASSICAL					
JAZZ/NEW AGE					
OTHERS/UNKNOWN	3 (1)	10 (1)	13 (2)	4.7	2.3
			274 (17)		

OTHER RADIO STATIONS/METRO SHARE & CUME RATING

KCAS	1050	Slaton	1.0/2.1
KFMX	1340	Lubbock	1.0/2.1
KJAK-F	92.9	Slaton	1.0/4.7
KLLL	1590	Lubbock	1.3/6.8
KTLK	1460	Lubbock	1.3/5.1
KXTQ	950	Lubbock	1/3.4.2

RADIO STATIONS

KCAS,	1050, 250 W (DAYS)	, NOSTALGIA	SMN, $ 7.00 (---)		(SLATON)	Jerome Orr
KLLL,	1590, 1 KW (DA-2)	, COUNTRY	MBS, $ 10.00 (Eastman)	Pinnacle		Scott Harris
KFYO,	790, 5 KW/1 KW (DA-2)	, COUNTRY	CBS, $ 18.00 (Torbet)	Seaton		
KLFB,	1420, 500 W (DA-2)	, HISPANIC	, $ 14.00 (Caballero)			Walt Ledesma
KFMX-F,	94.5, 100 KW @ 850	, AOR	Source, $ 32.00 (Katz)			Scott Parsons
KKIK-F,	93.7, 100 KW @ 740	, AC	, $ 29.00 (Banner)	Bakke		Jeff Gibson
KLLL-F,	96.3, 100 KW @ 850	, COUNTRY	MBS, $ 36.00 (Eastman)	Pinnacle		Scott Harris
KRLB-F,	99.5, 100 KW @ 8[illegible]	, CHR	ABC-I, $ 46.00 (Christal)	Dowe		Dean Minnick
KTEZ-F,	101.1, 100 KW @ 750	, SOFT AC	Trans, $ 26.00 (HNWH)	Lotus		Rich Rectanus
KZII-F,	102.5, 100 KW @ 850	, CHR	, $ 25.00 (Torbet)	Seaton		
KJAK-F,	92.9, 3 KW @ 335	, RELIGION	, $ 9.00 (---)		(SLATON)	Woody VanDyke

NOTES: KEND changes calls to KLLL-AM (Oct.)

MADISON

Arbitron Rank/Pop (12+): 121/296,000

MSA Rank/Pop: 136/351,500
ADI# 89
Average Person Ratings: 15.8
Market TSL: 20.8 Hours

Stations: 14/13
Diaries: 627/472:1/62.1%
Sample Target: 670
% Below Line: 0.6%
% Not Listed: 18.4%

1988 Revenue: $12,600,000
HH/ Inc: $33,865
Retail $: 2.9 Bil
Pop per Station: 22,769
#1 Biller: WZEE-F $ 2,300,000

12+ METRO		1/4/SHARE	SPG 88	FAL 87	SPG 87	FAL 86	4BOOK AVG	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. WZEE-F	(CHR)	88/18.8	18.4	15.9	16.2	13.0	---	189/2311	1196/40.4	37.6	33.2	75	20.5	108	1097	WZEE-F
2. WIBA-F	(AOR)	50/10.7	12.3	11.7	11.6	9.9	---	85/1514	852/28.8	28.8	30.2	96	15.6	82	1004	WIBA-F
3. WIBA	(MOR)	36/ 7.7	9.2	8.7	7.3	8.6	---	37/ 712	626/21.1	21.7	21.8	84	4.9	26	531	WIBA
4. WWQM-F	(C)	34/ 7.3	4.0	4.9	5.7	5.9	---	37/ 609	457/15.4	11.1	9.7	110	4.0	21	323	WWQM-F
5. WMGN-F	(AC)	32/ 6.8	7.9	12.2	8.9	7.9	---	48/ 972	652/22.0	19.6	22.4	118	8.9	47	533	WMGN-F
6. WTSO	(C)	30/ 6.4	7.9	9.1	8.2	10.1	---	49/ 850	627/21.2	15.7	19.5	77	7.6	40	566	WTSO
7. WMLI-F	(AC)	24/ 5.1	4.0	1.4	.9	1.5	---	26/ 572	411/13.9	9.8	6.1	141	3.2	17	360	WMLI-F
WHIT	(O)	24/ 5.1	4.8	2.6	4.6	2.9	---	24/ 216	216/ 7.3	7.4	6.3	157	2.7	14	110	WHIT
9. WMAD-F	(AOR)	23/ 4.9	5.9	5.4	5.9	6.4	---	24/ 455	413/14.0	15.3	14.5	139	4.4	23	455	WMAD-F
10. WSJY-F	(EZ)	11/ 2.4	1.0	1.9	2.7	2.6	---	35/ 464	147/ 5.0	4.0	5.3	79	1.9	10	118	WSJY-F
11. WTDY	(T)	10/ 2.1	1.9	2.6	2.5	3.1	---	11/ 256	242/ 8.2	6.9	7.4	129	4.2	22	240	WTDY
12. WIBU	(?)	9/ 1.9	1.7	---	---	.7	---	13/ 171	98/ 3.3	4.2	---	0	.2	1	54	WIBU
13. WILV-F	(EZ)	8/ 1.7	1.5	3.0	2.3	2.2	---	32/ 454	184/ 6.2	5.5	7.1	88	2.5	13	153	WILV-F

12+ FM SHARE (METRO): 70.68% (270 of 382) (FAL 87: 67.70%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WZEE-F>>	1. WZEE-F	1. WZEE-F>	1. WZEE-F	1. WZEE-F	1. WIBA	1. WZEE-F>>	1. WZEE-F>	1. WZEE-F>	1. WZEE-F>>	1. WIBA
2.	2. WIBA-F>	2. WIBA-F>	2. WIBA-F	2. WIBA-F	2. WTSO	2. WIBA	2. WIBA-F>	2. WIBA-F	2. WIBA-F>	WIBA-F
3.	3. WMGN-F	3. WMGN-F	3. WHIT	3. WWQM-F	3. WWQM-F	3. WIBA-F	3. WWQM-F<	3. WWQM-F	3. WIBA	3. WTSO
4.	4. WMLI-F	4. WWQM-F	WMGN-F	WMGN-F	4. WZEE-F	4. WTSO	4. WMGN-F	4. WMGN-F>	4. WWQM-F	4. WZEE-F
5.	5. WMAD-F	5. WHIT	5. WMLI-F	WHIT	5.	5. WWQM-F>	5. WMLI-F	5. WHIT	5. WMLI-F	5. WWQM-F
6.	6.	WMLI-F	6.	6. WMLI-F	6.	6. WMGN-F	WMAD-F	6.	WMGN-F	6.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WZEE-F	1. WZEE-F>	1. WZEE-F>	1. WZEE-F>	1. WZEE-F>	1. WZEE-F>	1. WZEE-F	1. WIBA-F	1. WZEE-F	1. WIBA-F
2. WIBA-F	2. WIBA-F	2. WMGN-F<	2. WMGN-F<	2. WMGN-F	2. WIBA-F>	2. WIBA-F>>	2. WZEE-F	2. WIBA-F>	2. WZEE-F
3. WMGN-F	3. WMGN-F	3. WMLI-F	3. WIBA-F	3. WMLI-F	3. WWQM-F	3. WWQM-F	3. WHIT	3. WWQM-F	3. WIBA
4.	4. WMLI-F	4. WHIT	4. WMLI-F	4. WHIT	4. WMGN-F	4. WMGN-F	WWQM-F	4. WHIT	WWQM-F
5.	5. WMAD-F	WIBA-F	5. WMAD-F	5. WWQM-F	5.	5. WHIT	WMGN-F	5. WIBA	5. WHIT
6.	6.	WMAD-F	6.	WIBA-F	6.	6.	6.	6.	6.

FORMATS	AM	FM	TOTAL	%	FAL 87 %
TOP 40/CHR/CONTEMP		88 (1)	88 (1)	23.0	19.1
AOR/CLASSIC		73 (2)	73 (2)	19.1	20.5
AC/OLDIES/SOFT ROCK	24 (1)	56 (2)	80 (3)	20.9	17.7
MOR/VARIETY/FULL	36 (1)		36 (1)	9.4	14.9
COUNTRY	30 (1)	34 (1)	64 (2)	16.8	16.9
BLACK/URBAN					
BTFL/EZ		19 (2)	19 (2)	5.0	5.9
NEWS/TALK	13 (2)		13 (2)	3.4	0.6
NOSTALGIA					2.8
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
OTHERS/UNKNOWN	9 (1)		9 (1)	2.4	1.7
			382 (14)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WGN	720	Chicago	.6/2.2

RADIO STATIONS

WHIT,	1550,	5 KW (DAYS)	, OLDIES	ABC-E, $ 22.00 (Eastman)	Media Capital	Stan Kitson
WIBA,	1310,	5 KW (DA-2)	, MOR	CBS, $ 42.00 (Katz)	Leicinger	Lee Leicinger
WMAD,	1190,	1 KW (DAYS,DA)	, NOSTALGIA	ABC-D, $ 16.00 (Torbet)		Nancy McMahon
WTDY,	1480,	5 KW (DA-2)	, NEWS/TALK	NBC, $ 24.00 (Mc-Guild)	Midwest Family	Bill Vancil
WTSO,	1070,	10 KW/5 KW (DA-2)	, COUNTRY	APR, $ 39.00 (Banner)	Midcontinent	Roger Russell
WIBA-F,	101.5,	50 KW @ 450,	AOR	CBS-R, $ 45.00 (Katz)	Leicinger	Lee Leicinger
WILV-F,	94.9,	37 KW @ 1600,	BTFL/EZ	ABC-I, $ 20.00 (---)	(BARABOO)	
WMAD-F,	92.1,	3 KW @ 312,	CLASSIC ROCK	, $ 25.00 (Torbet)		John McMahon
WMGN-F,	98.1,	38 KW @ 580,	AC	, $ 44.00 (Mc-Guild)	Midwest Family	Bill Vancil
WSJY-F,	107.3,	50 KW @ 500,	BTFL/EZ	ABC-I, $ 17.00 (---)	(FT.ATKINSON)	Vern Falk
WWQM-F,	106.3,	3 KW @ 300,	COUNTRY	ABC-E, $ 27.00 (Eastman)	Media Capital	John Sundvig
WZEE-F,	104.1,	6 KW @ 1120,	CHR	, $ 47.00 (Banner)	Midcontinent	Roger Russell
WMLI-F,	96.3,	6 KW @ ?? ,	AC	, $ NA (K & P)	(SAUK CITY)	

NOTES: WMLW-F (Watertown) sold to Joyner for $1,600,000 (E) (Sherwood/Atkinson).

McALLEN - BROWNSVILLE

Arbitron Rank/Pop (12+): 76/473,000
ADI# 112
MSA Rank/Pop:
McAllen: 124/377,400
Brownsville: 163/262,900
Average Person Ratings: 17.9
Market TSL: 23.8 Hours

Stations: 16/16
Diaries: 865/547:1/53.5%
Sample Target: 810
% Below Line: 0
% Not Listed: 13.9%

1988 Revenue: $11,200,000
HH/ Inc: $23,900
Retail $: 3.4 Bil
Pop per Station: 29,563
#1 Biller: KGBT $ 1,900,000

12+ METRO		1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4BOOK AVG	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. KBFM-F	(CHR)	158/18.6	17.0	15.0	11.2	14.0	15.5	168/1825	1694/35.8	30.9	31.5	61	24.1	223		KBFM-F
2. KGBT	(SP)	150/17.7	18.3	20.6	19.4	15.2	19.0	160/1323	1204/25.5	30.4	27.8	71	13.4	124		KGBT
3. KIWW-F	(SP)	82/ 9.7	9.7	8.2	8.9	8.6	9.1	84/1151	1091/23.1	20.6	19.5	137	8.1	75		KIWW-F
4. KTXF-F	(C)	71/ 8.4	9.1	9.2	8.2	7.8	8.7	75/ 896	840/17.8	17.7	16.3	108	13.0	120		KTXF-F
5. KVLY-F	(EZ)	51/ 6.0	4.9	4.2	4.8	4.8	5.0	51/ 520	520/11.0	7.2	9.4	117	5.0	46		KVLY-F
6. KELT-F	(AC)	47/ 5.5	8.2	6.9	5.7	7.0	6.6	49/ 668	635/13.4	16.3	19.0	153	8.1	75		KELT-F
7. KQXX-F	(SP)	41/ 4.8	5.0	4.6	7.1	5.2	5.4	43/ 557	544/11.5	11.8	10.9	131	2.5	23		KQXX-F
8. KRIX-F	(AOR)	40/ 4.7	5.8	3.7	5.1	5.6	4.8	40/ 590	584/12.3	9.7	11.8	94	6.9	64		KRIX-F
9. KJAV A/F	(R/G)	21/ 2.4	1.7	1.8	2.3	2.1	2.1	21/ 177	174/ 3.7	2.8	2.5	129	---	---		KJAV AF
10. KIRT	(SP)	19/ 2.2	3.6	3.7	5.2	2.7	3.7	19/ 303	301/ 6.4	8.7	8.5	118	2.9	27		KIRT
11. KRGE	(O)	18/ 2.1	2.6	4.6	4.8	6.4	3.5	19/ 344	324/ 6.8	15.5	19.1	157	2.8	26		KRGE
12. KBOR	(SP)	13/ 1.5	3.5	2.9	3.1	1.9	2.8	13/ 293	283/ 6.0	6.8	5.3	140	2.7	25		KBOR

12+ FM SHARE (METRO): 70.41% (514 of 730) (FAL 87: 65.73%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KBFM-F>>	1. KBFM-F>	1. KBFM-F	1. KIWW-F	1. KIWW-F	1. KGBT>>	1. KGBT	1. KGBT>	1. KBFM-F	1. KBFM-F>	1. KGBT
2.	2. KIWW-F	2. KIWW-F	2. KBFM-F	2. KGBT	2. KVLY-F	2. KBFM-F>>	2. KBFM-F	2. KGBT>	2. KGBT>	2. KBFM-F
3.	3. KTXF-F	3. KTXF-F	3. KGBT	3. KBFM-F	3. KIWW-F	3. KTXF-F<	3. KTXF-F	3. KIWW-F	3. KIWW-F	3. KIWW-F
4.	4. KELT-F	4. KGBT	4. KTXF-F	4. KTXF-F	4. KQXX-F	4. KIWW-F	4. KVLY-F<	4. KTXF-F	4. KTXF-F	4. KTXF-F
5.	5. KRIX-F	5. KELT-F	5. KELT-F	5. KELT-F	5. KBFM-F	5. KQXX-F	5. KIWW-F	5. KVLY-F	5. KRIX-F	5.
6.	6.	6.	6.	6.	6. KTXF-F	6.	6.	6.	6.	6.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KBFM-F>>	1. KBFM-F>	1. KELT-F	1. KBFM-F	1. KGBT	1. KBFM-F>>	1. KBFM-F>>	1. KBFM-F	1. KBFM-F>	1. KIWW-F
2. KIWW-F	2. KELT-F	KTXF-F	2. KIWW-F	2. KIWW-F	2. KRIX-F	2. KRIX-F	KIWW-F	2. KIWW-F	2. KBFM-F
3. KELT-F	3. KTXF-F	3. KBFM-F	3. KTXF-F	3. KTXF-F	KTXF-F	3. KIWW-F	3. KRIX-F	3. KRIX-F	3. KGBT
4. KTXF-F	4. KIWW-F>	KIWW-F	4. KGBT	4. KBFM-F	4.	4. KTXF-F>	4. KTXF-F	4. KTXF-F	4. KRIX-F
5.	5. KGBT	5. KJAV A/F	5. KELT-F	5. KQXX-F	5.	5. KELT-F	KELT-F	5. KGBT	5. KTXF-F
6.	6. KJAV A/F		6.	6. KELT-F	6. KELT-F	6.	6.	6. KELT-F	6.

FORMATS	AM	FM	TOTAL	%	FAL 87 %
TOP 40/CHR/CONTEMP		158 (1)	158 (1)	21.6	24.9
AOR/CLASSIC		40 (1)	40 (1)	5.5	6.3
AC/OLDIES/SOFT ROCK	18 (1)	47 (1)	65 (2)	8.9	7.9
MOR/VARIETY/FULL					
COUNTRY		71 (1)	71 (1)	9.7	10.3
BLACK/URBAN					
BTFL/EZ		51 (1)	51 (1)	7.0	5.3
NEWS/TALK	9 (1)		9 (1)	1.2	2.8
NOSTALGIA					
RELIGION/GOSPEL	2 (1)	19 (1)	21 (2)	2.9	2.4
SPANISH	187 (4)	123 (2)	310 (6)	42.5	38.9
CLASSICAL					
JAZZ/NEW AGE					
OTHERS/UNKNOWN		5 (1)	5 (1)	0.7	1.2
			730 (16)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KITM-F	105.5	Mission	.6/2.7
KRIO	910	McAllen	.6/2.1
KURV	710	Edinburg	1.1/4.5

RADIO STATIONS

KBOR,	1600,	1 KW (DA-1)	, HISPANIC		, $ 20.00 (Lotus)	
KGBT,	1530,	50 KW (DA-N)	, HISPANIC		, $ 70.00 (Katz)	Tichenor
KIRT,	1580,	1 KW/300 W	, HISPANIC		, $ 22.00 (Caballero)	Gomez
KRGE,	1290,	5 KW (DA-2)	, CHR	US 1	, $ 27.00 (Banner)	Daytona
KURV,	710,	1 KW (DA-1)	, TALK	NBC-T,ABC-T	, $ 14.00 (---)	
KBFM-F,	104.1,	100 KW @ 990,	CHR	ABC-F	, $ 43.00 (Republic)	Encore
KELT-F,	94.5,	100 KW @ 1154,	AC		, $ 40.00 (Katz)	
KIWW-F,	96.1,	100 KW @ 540,	HISPANIC		, $ 30.00 (Mc-Guild)	Tichenor
KQXX-F,	98.5,	100 KW @ ?? ,	HISPANIC		, $ 25.00 (Caballero)	Gomez
KRIX-F,	99.5,	100 KW @ 480,	AOR		, $ 24.00 (Banner)	Daytona
KTXF-F,	100.3,	100 KW @ 500,	COUNTRY	ABC-E	, $ 37.00 (Christal)	
KVLY-F,	107.9,	100 KW @ 490,	BTFL/EZ		, $ 25.00 (Torbet)	Tippie

MEMPHIS

Arbitron Rank/Pop (12+): 42/878,900

MSA Rank/Pop: 48/975,800
ADI# 40
Average Person Ratings: 17.1
Market TSL: 22.8 Hours

Stations: 21/21
Diaries: 1214/724:1/50.0%
Sample Target: 1160
% Below Line: 0
% Not Listed: 8.2%

1988 Revenue: $25,800,000
HH/ Inc: $219,448
Retail $: 7.1 Bil
Pop per Station: 41,852
#1 Biller: WGKX-F $5,000,000

12+ METRO		1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4BOOK AVG	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. WHRK-F	(B)	256/17.0	13.9	11.8	12.2	14.0	13.7	301/2773	2267/25.8	23.8	27.4	70	18.8	267	2167	WHRK-F
2. WMC-F	(CHR)	145/ 9.6	9.2	12.8	10.5	9.1	10.5	199/2814	2095/23.8	25.4	21.2	118	9.0	128	2243	WMC-F
3. WGKX-F	(C)	141/ 9.4	9.1	9.9	9.3	9.0	9.4	182/2482	1797/20.4	20.4	19.1	131	8.3	118	1432	WGKX-F
4. WRVR-F	(AC)	116/ 7.7	7.1	7.1	8.3	6.7	7.6	143/2429	2006/22.8	18.3	16.7	153	7.7	109	1413	WRVR-F
5. WDIA	(B)	98/ 6.5	6.1	5.2	5.6	5.7	5.9	128/1692	1257/14.3	15.5	15.5	123	9.0	128	1062	WDIA
6. WEGR-F	(AOR)	95/ 6.3	8.1	4.9	5.2	5.4	6.1	131/1601	1187/13.5	10.5	12.1	100	9.4	133	1195	WEGR-F
7. KRNB-F	(B)	92/ 6.1	10.9	9.4	10.6	8.4	9.3	95/1800	1639/18.6	19.1	19.4	90	7.8	110	1570	KRNB-F
8. WLOK	(B/G)	77/ 5.1	5.5	6.3	5.3	6.8	5.6	77/ 774	774/ 8.8	11.0	12.7	59	4.1	58	787	WLOK
9. WEZI-F	(EZ)	74/ 4.9	4.5	4.4	6.6	6.2	5.1	76/1076	1026/11.7	10.2	13.3	90	2.5	35	658	WEZI-F
10. KMPZ-F	(CHR)	68/ 4.5	2.4	2.4	3.4	4.0	3.2	105/1707	1205/13.7	8.5	8.1	56	4.5	64	948	KMPZ-F
11. WMC	(C)	66/ 4.4	3.7	2.8	2.7	3.9	3.4	75/ 946	812/ 9.2	7.7	9.2	82	2.2	31	532	WMC
12. WREC	(BB)	42/ 2.8	2.1	2.7	2.0	2.5	2.4	59/1097	777/ 8.8	7.5	9.2	64	3.3	47	515	WREC
13. WHBQ	(N/T)	21/ 1.4	3.2	3.2	4.9	2.9	3.2	24/ 614	480/ 5.5	8.0	8.8	107	3.0	42	520	WHBQ

12+ FM SHARE (METRO): 73.41% (1013 of 1380) (FAL 87: 69.80%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WHRK-F>>	1. WHRK-F>	1. WHRK-F>	1. WHRK-F	1. WGKX-F<	1. WGKX-F	1. WHRK-F>	1. WMC-F	1. WHRK-F>	1. WHRK-F>>	1. WHRK-F
2. KMPZ-F	2. WMC-F>	2. WMC-F	2. WRVR-F<	2. WHRK-F<	2. WEZI-F	2. WGKX-F	2. WHRK-F	2. WMC-F	2. KRNB-F	2. WMC-F
3. KRNB-F	3. WEGR-F	3. WRVR-F<	3. WMC-F	3. WRVR-F	3. WLOK	3. WMC-F	3. WGKX-F	3. WGKX-F	3. KMPZ-F	3. KRNB-F<
4. WEGR-F	4. WRVR-F	4. WGKX-F	4. WGKX-F>	4. WMC-F	4. WDIA	4. WDIA<	4. WRVR-F	4. KRNB-F	4. WGKX-F	4. WGKX-F
5. WMC-F	5. KRNB-F	5. WEGR-F	5. WDIA	5. WDIA	5. WHRK-F<	5. WRVR-F	5. WEZI-F<	5. WRVR-F	5. WEGR-F	WLOK
6.	6. WGKX-F	6. KRNB-F	6. WEGR-F	6. WEGR-F	6. WMC	6.	6. WDIA	6. WEGR-F	6. WMC-F	6. WRVR-F
7.	7.	7.	7.	7.	WRVR-F	7.	7. WEGR-F	7.	7.	7.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WHRK-F>>	1. WHRK-F<	1. WMC-F>	1. WHRK-F	1. WGKX-F	1. WHRK-F>	1. WHRK-F>	1. WHRK-F	1. WHRK-F>	1. WHRK-F
2. WMC-F>	2. WMC-F>	2. WRVR-F<	2. WMC-F	2. WMC-F	2. WEGR-F	2. WEGR-F	2. WEGR-F	2. WEGR-F	2. WRVR-F
3. WEGR-F<	3. WRVR-F	3. WGKX-F	3. WGKX-F	3. WRVR-F	3. KRNB-F<	3. WMC-F	3. WMC-F	3. WMC-F	3. WEGR-F
4. WRVR-F<	4. WGKX-F	4. WHRK-F	4. WRVR-F>	4. WHRK-F	4. WMC-F	4. KRNB-F	4. WRVR-F	WRVR-F	4. WGKX-F<
5. KRNB-F	5. KRNB-F	5. WDIA	5. WDIA	5. WDIA	5. KMPZ-F	5. WRVR-F	5. KRNB-F	5. WGKX-F	5. WMC-F
WGKX-F	6. WDIA	6. KRNB-F	6. KRNB-F	6.	6.	6.	6. WGKX-F	KRNB-F	6. WDIA

FORMATS	AM	FM	TOTAL	%	FAL 87 %
TOP 40/CHR/CONTEMP		213 (2)	213 (2)	15.4	9.9
AOR/CLASSIC		95 (1)	95 (1)	6.9	10.1
AC/OLDIES/SOFT ROCK	18 (1)	116 (1)	134 (2)	9.7	8.6
MOR/VARIETY/FULL					
COUNTRY	66 (1)	141 (1)	207 (2)	15.0	14.0
BLACK/URBAN	108 (2)	348 (2)	456 (4)	33.0	38.7
BTFL/EZ		74 (1)	74 (1)	5.4	7.0
NEWS/TALK	21 (1)		21 (1)	1.5	3.1
NOSTALGIA	42 (1)		42 (1)	3.0	2.7
RELIGION/GOSPEL	106 (4)	19 (1)	125 (5)	9.1	4.9
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
OTHERS/UNKNOWN	6 (1)	7 (1)	13 (2)	0.9	
			1380 (21)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KFTH-F	107.1	Marion	1.3/3.8
KHLS-F	96.3	Blytheville	.5/1.5
KWAM	990	Memphis	.9/2.6
WCRV	640	Collierville	.7/3.2
WEZI	1430	Germantown	.4/2.2
WKBL	1250	Covington	.3/1.1
WRVR	680	Memphis	1.2/5.5
WXSS	1030	Memphis	.7/2.2

NOTES: WMC changes from COUNTRY to TALK (Jan.) WHBQ sold by RKO for $750,000. KWLN changed to KMPZ back in July and format from AOR to CHR.

RADIO STATIONS

KWAM, 990, 10 KW/87 W (DA-2) , GOSPEL , $ 20.00 (Republic) Rivers
WDIA, 1070, 50 KW/5 KW (DA-2) , BLACK APR,SBN, $ 36.00 (Katz) Ragan Henry
WHBQ, 560, 5 KW/1 KW (DA-1) , NEWS/TALK US 1, US 2, $ 41.00 (Republic) RKO
WLOK, 1340, 1 KW (DA-1) , BLACK/GOSPEL SBN,NBN, $ 30.00 (K & P)
WMC , 790, 5 KW (DA-N) , COUNTRY NBC,ABC-T, $ 43.00 (Banner) Scripps-Howard
WREC, 600, 5 KW (DA-N) , NOSTALGIA CBS, $ 32.00 (Mc-Guild) New Market
WXSS, 1030, 50 KW/1 KW (DA-2) , BLACK SMN,NBN, $ 28.00 (Bolton)
WRVR, 680, 10 KW/5 KW (DA-N) , OLDIES Trans, $ NA (Christal) Keymarket

KRMB-F, 101.1, 100 KW @ 347, BLACK ABC-F, $ 50.00 (Republic) Rivers
KMPZ-F, 98.1, 100 KW @ 715, AOR , $ 40.00 (Christal) Dittman (OSCELOLA, AR)
WEGR-F, 102.7, 100 KW @ 970, AOR US 1, $ 47.00 (Mc-Guild) New Market
WEZI-F, 94.3, 3 KW @ 300, BTFL/EZ , $ 40.00 (Eastman) Ardman
WGKX-F, 105.9, 100 KW @ 762, COUNTRY , $ 90.00 (HNWH) Barnstable
WHRK-F, 97.1, 100 KW @ 530, BLACK NBC, $ 78.00 (Katz) Ragan Henry
WMC-F , 99.7, 300 KW @ 910, CHR ABC-C, $ 94.00 (Banner) Scripps-Howard
WRVR-F, 104.5, 100 KW @ 750, AC , $ 89.00 (Christal) Keymarket

MIAMI-FORT LAUDERDALE

Arbitron Rank/Pop (12+): 11/2,645,200
ADI# 15
MSA Rank/Pop:
Miami: 25/1,813,600
Ft. Lauderdale: 41/1,181,000
Average Person Ratings: 25.5 Hours
Market TSL: 19.4 Hours

Stations: 30/34
Diaries: 2468/1072/42.7%
Sample Target: 2510
% Below Line: 3.5%
% Not Listed: 7.7%

1988 Revenue: $103,500,000
HH/ Inc: $32,950
Retail $: 27.1 Bil
Pop per Station: 77,800
#1 Biller: WQBA A/F $ 9,000,000

12+ METRO		1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. WLYF-F	(EZ)	361/7.0	7.9	8.7	8.5	8.5	8.0	380/ 4108	3767/14.2	15.0	16.0	57	4.8	196	2145	WLYF-F
2. WHQT-F	(U/CHR)	249/4.9	2.9	2.6	2.9	2.6	3.3	296/ 4288	3578/13.5	10.2	10.9	63	6.2	254	3624	WHQT-F
3. WIOD	(N/T)	247/4.8	4.0	3.2	4.1	3.6	4.0	269/ 4409	3981/15.0	9.7	12.8	98	2.9	160	2873	WIOD
4. WPOW-F	(U/CHR)	227/4.4	5.6	4.6	4.3	5.7	4.7	236/ 3598	3110/11.8	11.8	13.4	55	7.7	316	3439	WPOW-F
5. WCMQ-F	(SP)	217/4.2	4.0	3.7	4.6	5.3	4.1	217/ 2170	2170/ 8.2	7.5	8.3	136	4.2	170	1642	WCMQ-F
6. WJQY-F	(AC)	206/4.0	3.1	4.0	4.0	4.2	3.8	224/ 2920	2572/ 9.7	10.1	9.3	148	2.7	109	1669	WJQY-F
7. WEDR-F	(B)	200/3.9	4.5	5.8	5.0	5.3	4.8	201/ 1776	1727/ 6.5	8.6	8.5	126	3.8	155	1418	WEDR-F
WMXJ-F	(O)	200/3.9	4.3	4.2	4.4	3.7	4.2	267/ 3985	3085/11.7	11.0	10.1	169	5.2	212	2384	WMXJ-F
9. WAQI	(SP)	196/3.8	2.7	3.3	3.1	3.8	3.2	197/ 1786	1761/ 6.7	5.8	6.7	123	2.4	100	1312	WAQI
10. WQBA	(SP)	193/3.8	5.4	4.8	4.2	5.4	4.6	193/ 1673	1665/ 6.3	7.1	8.3	71	2.7	110	1277	WQBA
11. WHYI-F	(CHR)	185/3.6	3.9	4.3	4.2	3.8	4.0	232/ 4965	3873/14.6	14.8	13.7	83	5.4	219	3379	WHYI-F
12. WNWS	(N/T)	183/3.6	4.8	3.7	3.4	3.5	3.9	202/ 3797	2564/ 9.7	8.5	8.5	50	2.3	96	1332	WNWS
13. WKIS-F	(C)	178/3.5	2.5	3.3	4.0	3.0	3.3	202/ 2885	2532/ 9.6	8.7	8.3	134	4.1	168	2093	WKIS-F
14. WLVE-F	(AC)	173/3.4	2.9	2.5	3.3	2.8	3.0	191/ 2859	2495/ 9.4	9.2	9.5	150	3.4	139	1849	WLVE-F
15. WINZ	(N/T)	167/3.3	2.8	3.7	3.2	2.9	3.3	179/ 2819	2636/10.0	8.4	10.0	58	2.2	91	1686	WINZ
16. WAXY-F	(AC)	159/3.1	3.0	3.4	3.1	4.2	3.2	181/ 3252	2653/10.0	10.7	11.4	135	4.2	173	2480	WAXY-F
17. WTMI-F	(CL)	147/2.9	3.0	2.8	2.8	2.5	2.9	162/ 2273	1940/ 7.3	6.9	6.7	86	2.4	97	1453	WTMI-F
18. WGRT-F	(AOR)	141/2.8	4.1	3.9	3.0	3.4	3.5	172/ 2880	2331/ 8.8	9.2	7.6	121	6.3	256	2819	WGTR-F
19. WXDJ-F	(J/NA)	121/2.4	1.7	1.4	1.9	2.1	1.9	121/ 1389	1368/ 5.2	4.7	5.0	167	2.7	112	1478	WXDJ-F
20. WQBA-F	(SP)	113/2.2	1.7	2.1	2.2	2.1	2.1	118/ 1590	1447/ 5.5	6.1	5.3	136	2.0	81	1200	WQBA-F
21. WEAT A/F	(EZ)	109/2.1	1.6	1.4	1.6	.9	1.7	322/ 3127	1288/ 4.9	3.7	2.8	24	1.4	56	504	WEAT A/
22. WSHE-F	(AOR)	101/2.0	1.9	2.1	1.7	1.7	1.9	140/ 2831	2165/ 8.2	7.6	7.3	115	2.4	98	2418	WSHE-F
23. WCMQ	(SP)	98/1.9	1.3	.9	1.6	1.7	1.4	98/ 955	955/ 3.6	2.8	3.3	121	.8	31	438	WXMQ
24. WZTA-F	(AOR)	91/1.8	2.4	2.2	2.4	2.0	2.2	112/ 2191	1871/ 7.1	7.5	8.0	128	2.8	113	1790	WZTA-F
25. WFTL	(BB)	89/1.7	1.4	1.5	1.9	1.2	1.6	91/ 1089	1050/ 4.0	3.1	2.9	35	1.0	42	681	WFTL

12+ FM SHARE (METRO): 67.89% (3210 of 4728) (FAL 87: 68.67%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WPOW-F>	1. WHQT-F	1. WEDR-F	1. WMXJ-F	1. WMXJ-F	1. WLYF-F	1. WAQI	1. WLYF-F>	1. WLYF-F>	1. WHQT-F<	1. WINZ>
2. WHQT-F>	2. WEDR-F	2. WHQT-F<	2. WCMQ-F<	2. WJQY-F<	2. WIOD	2. WIOD	2. WJQY-F	2. WHQT-F	2. WPOW-F	2. WNWS
3. WHYI-F>	WGTR-F	3. WMXJ-F	3. WEDR-F	3. WCMQ-F	3. WAQI	3. WLYF-F	WMXJ-F	3. WJQY-F	3. WEDR-F	3. WLYF-F
4. WEDR-F>	WPOW-F	4. WLVE-F<	WKQY-F<	4. WLVE-F	4. WQBA	4. WQBA	4. WIOD	4. WPOW-F	4. WLYF-F	4. WIOD
5.	5. WHYI-F	5. WCMQ-F	5. WLVE-F	5. WEDR-F	5. WNWS	5. WHYI-F	5. WCMQ-F	5. WHYI-F<	5. WINZ<	5. WHQT-F
6.	6. WAXY-F	6. WPOW-F	6. WKIS-F	6. WIOD	6. WINZ	6. WINZ	6. WKIS-F	6. WCMQ-F<	6. WNWS	6. WEDR-F
7.	7. WLVE-F<	7. WGTR-F	7. WIOD	WKIS-F	7. WCMQ-F	7. WMXJ-F	7. WLVE-F	7. WMXJ-F<	7. WAXY-F	7. WMXJ-F
8.	8. WSHE-F	8. WJQY-F	WXDJ-F	8. WAXY-F	8. WJQY-F	8. WHQT-F	WNWS	8. WEDR-F	8. WCMQ-F	8.
9.	9. WXDJ-F	9. WAXY-F<	9. WAXY-F	9. WLVE-F	WMXJ-F	9. WEDR-F	9.	WIOD	9.	9.
10.	10.	10. WHYI-F	10.	WXDJ-F	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WHQT-F	1. WHQT-F	1. WJQY-F	1. WCMQ-F	1. WCMQ-F
2. WPOW-F	2. WPOW-F	2. WHQT-F	WHQT-F	2. WJQY-F
3. WHYI-F>	3. WEDR-F	3. WEDR-F	3. WLVE-F	WLVE-F
4. WEDR-F	4. WHYI-F	4. WCMQ-F	4. WEDR-F<	4. WMXJ-F
5. WAXY-F	5. WAXY-F	5. WMXJ-F	5. WMXJ-F<	5. WKIS-F
6. WGTR-F	6. WJQY-F	6. WLVE-F	6. WPOW-F	6. WEDR-F
7. WLVE-F	7. WCMQ-F	7. WGTR-F	7. WHYI-F	7. WHQT-F
8. WXMQ-F	WGTR-F	8. WPOW-F	WJQY-F	8. WLYF-F
9. WSHE-F	WLVE-F	9. WAXY-F	9. WKIS-F	9.
10. WMBM	10.	10. WKIS-F	10.	10.
WQBA-F				

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WHQT-F>	1. WGTR-F	1. WGTR-F	1. WEDR-F	1. WIOD
2. WPOW-F	2. WHQT-F	2. WXDJ-F	2. WGTR-F	WMXJ-F
3. WGTR-F	3. WEDR-F	3. WEDR-F>	3. WIOD	3. WJQY-F
4. WSHE-F	4. WPOW-F	4. WAXY-F	4. WMXJ-F	4. WEDR-F<
5. WEDR-F	WXDJ-F	5. WIOD	5. WXDJ-F	5. WXDJ-F
6. WHXI-F	6. WSHE-F	6. WJQY-F	6. WHQT-F	6. WAXY-F
7. WLVE-F	7. WAXY-F<	WSHE-F	7. WAXY-F	7. WGTR-F
8. WZTA-F	8. WHYI-F<	WZTA-F	8. WSHE-F<	8. WKIS-F<
9. WAXY-F	9. WLVE-F	9. WKIS-F	9. WLVE-F	9. WCMQ-F<
WIOD-F	10.	WLVE-F	10.	10. WLFY-F

FORMATS	AM	FM	TOTAL	%	FAL 87 %
TOP 40/CHR/CONTEMP		185 (1)	185 (1)	3.9	10.1
AOR/CLASSIC		333 (3)	333 (3)	7.0	7.7
AC/OLDIES/SOFT ROCK	20 (1)	765 (5)	785 (6)	16.6	17.2
MOR/VARIETY/FULL					
COUNTRY	34 (1)	178 (1)	212 (2)	4.5	3.6
BLACK/URBAN	27 (1)	676 (3)	703 (4)	14.9	9.6
BTFL/EZ	16 (1)	454 (2)	470 (3)	9.9	10.0
NEWS/TALK	628 (5)		628 (5)	13.3	12.1
NOSTALGIA	89 (1)		89 (1)	1.9	1.2
RELIGION/GOSPEL	71 (2)		71 (2)	1.5	1.5
SPANISH	605 (6)	351 (3)	956 (9)	20.2	22.1
CLASSICAL		147 (1)	147 (1)	3.1	2.6
JAZZ/NEW AGE		121 (1)	121 (1)	2.6	2.2
OTHERS/UNKNOWN	28 (1)		28 (1)	0.6	
			4728 (39)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAQI-F	98.3	Goulds	.4/ .8
WEXY	1520	Wilton Mnrs.	.3/ .8
WKAT	1360	N. Miami	.4/1.5
WMBM	1490	Miami Beach	1.1/1.9
WOCN	1450	Miami	.5/1.5
WQAM	560	Miami	.7/3.1
WRBD	1470	Pompano Beach	.5/1.9
WRHC	1550	Coral Gables	.6/2.4
WSUA	1260	Miami	1.2/3.1
WWNN	980	Pompano Beach	.3/1.6
WJON	1230	W. Palm Beach	.3/ .9
WRMF-F	97.9	W. Palm Beach	.5/1.8
WYFX	1040	Boynton Beach	.5/ .9

RADIO STATIONS

AM STATIONS

WAQI,	710,	50 KW (DA-2)	HISPANIC, NEWS/TALK	,	$ 62.00 (Katz Hisp.)		
WCMQ,	1210,	25 KW/2.5KW(DA-2),	HISPANIC MOR	,	$ 52.00 (SBS)	Spanish Broadcasting	
WINZ,	940,	50 KW/25KW (DA-N),	NEWS/TALK	CBS,	$ 99.00 (Katz)	Guy Gannett	
WIOD,	610,	10 KW (DA-2)	TALK	ABC-T,ABC-I,	$100.00 (Christal)	Cox	
WFTL,	1400,	1 KW	NOSTALGIA	APR,	$ 39.00 (---)		
WKAT,	1360,	10 KW/1 KW	ETHNIC/BARTER	MBS,	$ 29.00 (K & P)		
WMBM,	1490,	1 KW	GOSPEL	NBN,	$ 31.00 (K & P)		
WNWS,	790,	25 KW	TALK/NEWS	ABC-E,	$ 80.00 (Banner)	Jeff-Pilot	
WOCN,	1450,	1 KW (DA-2)	HISPANIC	,	$ 35.00 (Lotus)		
WQAM,	560,	5 KW/ 1 KW	COUNTRY	NBC,	$ 38.00 (HNWH)	Sunshine Wireless	
WQBA,	1140,	50 KW/10KW (DA-2),	HISPANIC	,	$135.00 (Eastman)	Susquehanna	
WRHC,	1550,	10 KW/500 W(DA-2),	HISPANIC	,	$ 50.00 (Lotus)		
WSUA,	1260,	5 KW (DA-2)	HISPANIC	,	$ 45.00 (Caballero)		
WVCG,	1060,	50 KW/20KW (DA-2),	??	,	$ 32.00 (---)	Statewide	
WWNN,	980,	5 KW/1 KW(DA-3)	TALK	,	$ 36.00 (---)		(POMPANO BEACH)

FM STATIONS

WAXY,	105.9,	100 KW @ 1049,	AC/OLDIES	US 1,	$141.00 (Republic)	RKO	
WXMQ,	92.3,	41 KW @ 300,	HISPANIC AC	,	$ 77.00 (SBS)	Spanish Broadcasting	
WEDR,	99.1,	70 KW @ 175,	BLACK	CBS-R,	$ 80.00 (---)	Rivers	
WGTR,	97.3,	98 KW @ 790,	AOR	,	$ 78.00 (Christal)	Cox	
WHQT,	105.1,	100 KW @ 600,	CHR/URBAN	,	$100.00 (MMR)	EZ	
WHYI,	100.7,	100 KW @ 1000,	CHR	,	$134.00 (Mc-Guild)	Metroplex	
WJQY,	106.7,	100 KW @ 1024,	SOFT AC	,	$131.00 (Katz)	Tak	
WKIS,	99.9,	100 KW @ 986,	COUNTRY	US 2,	$ 86.00 (HNWH)	Sunshine Wireless	
WLVE,	93.9,	100 KW @ 1006,	AC/JAZZ	,	$100.00 (Torbet)	Gilmore	
WLYF,	101.5,	100 KW @ 813,	BTFL/EZ	,	$123.00 (Banner)	Jeff-Pilot	
WMXJ,	102.7,	100 KW @ 1006,	OLDIES	,	$114.00 (Durpetti)	Sconnix	
WPOW,	96.5,	100 KW @ 1006,	CHR/URBAN	ABC-C,	$ 84.00 (HNWH)	Beasley	
WQBA,	107.5,	100 KW @ 500,	HISPANIC AC	,	$ 60.00 (Eastman)	Susquehanna	
WAQI,	98.3,	1 KW @ 462,	BLACK	,	$ 40.00 (Lotus)		(GOULDS)
WTMI,	93.1,	96 KW @ 1006,	CLASSICAL	,	$ 80.00 (CMBS)	Marlin	—
WXDJ,	95.7,	100 KW @ 982,	JAZZ/NEW AGE	SMN,	$ 74.00 (CBS)		(HOMESTEAD)
WZTA,	94.9,	96 KW @ 1010,	CLASSIC AOR	,	$ 70.00 (Katz)	Guy Gannett	
WSHE,	103.5,	100 KW @ 1006,	AOR	,	$ 90.00 (Eastman)	TK	

CALL LETTER CHANGES

WTHM-F changes to WAQI-F

FORMAT CHANGES

SALES

WAXY-F: From RKO to Evergreen for $24,000,000

MILWAUKEE

Arbitron Rank/Pop (12+): 26/1,291,500

MSA Rank/Pop: 32/1,377,800
ADI #28
Average Person Ratings: 17.6
Market TSL: 25.0 Hours

Stations: 27/23
Diaries: 1419/910:1/58.1%
Sample Target: 1420
% Below Line: 2.8%
% Not Listed: 7.8%

1988 Revenue: $39,100,000
HH/ Inc: $34,659
Retail $: 9.2 Bil
Pop per Station: 56,152
#1 Biller: WTMJ $9,000,000

12+ METRO		1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. WTMJ	(MOR)	294/13.0	14.0	13.2	12.1	12.9	13.1	329/ 4165	3440/26.6	28.3	28.1	62	10.0	244	3480	WTMJ
2. WKTI-F	(CHR)	211/ 9.3	9.4	9.9	10.4	9.5	9.8	239/ 4257	3743/29.0	26.8	25.3	120	11.4	280	4095	WKTI-F
3. WKLH-F	(AOR)	179/ 7.9	9.0	8.6	5.9	8.3	7.9	205/ 2811	2416/18.7	19.3	17.2	139	10.1	248	2594	WKLH-F
4. WEZW-F	(EZ)	169/ 7.5	7.0	6.3	7.6	8.4	7.1	185/ 2579	2301/17.8	15.3	16.8	79	3.1	75	1229	WEZW-F
5. WMIL-F	(C)	151/ 6.7	7.0	8.0	7.5	6.7	7.3	190/ 2433	1748/13.5	14.0	13.4	124	6.8	166	1716	WMIL-F
6. WOKY	(BB)	134/ 5.9	6.4	5.8	7.9	6.8	6.5	142/ 1656	1493/11.6	11.6	13.1	47	6.4	156	1401	WOKY
WLZR-F	(AOR)	134/ 5.9	6.5	6.8	5.7	2.2	6.2	161/ 2384	1977/15.3	13.2	8.6	61	10.0	245	2528	WLZR-F
8. WLTQ-F	(AC)	105/ 4.6	4.7	5.5	3.4	5.0	4.6	113/ 1871	1654/12.8	12.4	11.4	167	3.0	74	1135	WLTQ-F
9. WMYX-F	(AC)	92/ 4.1	3.9	2.5	3.0	4.8	3.4	130/ 1947	1588/12.3	8.7	11.6	117	3.0	74	1251	WMYX-F
WLUM-F	(B)	92/ 4.1	4.8	6.7	6.6	5.9	5.6	96/ 1678	1574/12.2	13.6	13.9	100	9.5	232	2470	WLUM-F
11. WISN	(N/T)	81/ 3.6	3.3	2.7	3.0	2.3	3.2	97/ 1861	1498/11.6	10.8	9.8	69	2.7	67	1018	WISN
12. WFMR-F	(CL)	70/ 3.1	1.9	1.6	3.3	1.9	2.5	70/ 852	852/ 6.6	4.9	5.4	77	2.0	48	789	WFMR-F
13. WZTR-F	(O)	61/ 2.7	1.5	1.6	2.0	2.0	2.0	65/ 1182	1020/ 7.9	6.9	6.3	167	1.4	35	622	WZTR-F
14. WQFM-F	(AOR)	60/ 2.6	3.0	3.7	4.1	5.4	3.4	89/ 2073	1515/11.7	12.4	14.6	92	3.6	89	1730	WQFM-F
15. WBZN-F	(J/NA)	49/ 2.2	1.3	1.2	2.0	1.3	1.7	56/ 831	711/ 5.5	5.2	4.5	164	1.8	45	740	WBZN-F
16. WEMP	(O)	39/ 1.7	2.4	2.2	2.1	2.2	2.1	44/ 1106	983/ 7.6	8.0	7.8	147	1.6	39	692	WEMP
17. WNOV	(B)	25/ 1.1	1.5	1.2	1.1	1.6	1.2	25/ 366	366/ 2.8	3.7	3.7	118	1.0	24	472	WNOV
18.																
19.																
20.																
21.																
22.																
23.																
24.																
25.																

12+ FM SHARE (METRO): 67.32% (1407 of 2090) (FAL 87: 67.21%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WKTI-F	1. WKLH-F	1. WKLH-F	1. WKLH-F<	1. WKTI-F<	1. WTMJ>>	1. WTMJ	1. WEZW-F	1. WTMJ	1. WTMJ>	1. WTMJ>
2. WLZR-F>>	2. WKTI-F	2. WKTI-F>	2. WKTI-F>	2. WKLH-F	2. WEZW-F	2. WKTI-F>	2. WKLH-F	2. WKTI-F	2. WKTI-F	2. WISN-F
3. WLUM-F	3. WLZR-F>	3. WLZR-F	3. WLTQ-F	3. WMIL-F	3. WOKY	3. WKLH-F	WTMJ	3. WEZW-F	3. WLZR-F	WKLH-F
4.	4. WMIL-F	WMIL-F	4. WMIL-F	4. WTMJ	4. WMIL-F	4. WMIL-F	4. WMIL-F<	WKLH-F	4. WLUM-F<	WLZR-F
5.	5. WMYX-F	5. WLTQ-F	5. WTMJ	5. WLTQ-F	5. WISN-F	5. WOKY	5. WOKY	5. WMIL-F	5. WKLH-F	WMIL-F
6.	6. WLUM-F<	6. WTMJ	6. WEZW-F<	6. WEZW-F	6. WKTI-F	6. WEZW-F	6. WKTI-F	6. WOKY	6. WEZW-F<	6. WKTI-F
7.	7. WLTQ-F	7. WLUM-F	7. WZTR-F	7. WMYX-F	7.	7. WISN	WLTQ-F	7. WLZR-F	7. WMYX-F	7.
8.	8. WQFM-F	WMYX-F	8.	8. WZTR-F	8.	8.	8.	8.	8.	8.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WKTI-F	1. WKTI-F<	1. WKLH-F	1. WKTI-F>	1. WKTI-F	1. WLZR-F>	1. WKLH-F	1. WKLH-F>	1. WKLH-F>	1. WKLH-F
WLZR-F	2. WKLH-F>	2. WKTI-F>>	2. WKLH-F	2. WKLH-F	2. WKLH-F>	2. WLZR-F>	2. WKTI-F	2. WKTI-F	2. WKTI-F
3. WKLH-F	3. WLZR-F	3. WMIL-F	3. WLTQ-F	3. WLTQ-F	3. WMYX-F	3. WKTI-F>	3. WLZR-F	3. WLZR-F	3. WMIL-F
WLUM-F	4. WMIL-F	4. WLUM-F	4. WMIL-F<	4. WEZW-F<	4. WQFM-F	4. WQFM-F	4. WLTQ-F	4. WMIL-F	4. WTMJ
5. WMIL-F	5. WLUM-F	WMYX-F	5. WEZW-F	5. WTMJ	5. WKTI-F	5. WMIL-F<	5. WQFM-F	5. WLTQ-F<	5. WLTQ-F
6. WMYX-F	6. WLTQ-F	WZTR-F	6. WMYX-F	6. WMIL-F	6. WLUM-F	6. WMYX-F	6. WBZN A/F	6. WTMJ	6. WBZN A/F
7.	7. WMYX-F	7. WBZN A/F	7. WLUM-F	7. WMYX-F	7. WMIL-F	7. WLTQ-F	7. WMIL-F	7. WLUM-F	WZTR-F
8.	8.	WEZW-F	WTMJ	8.	8.	8. WZTR-F	8.	8.	8.
9.	9.	9.	9. WLZR-F	9.	9.	9.	9.	9.	9.

ORMATS	AM	FM	TOTAL	%	FAL 87 %
OP 40/CHR/CONTEMP		222 (2)	222 (2)	10.6	10.3
OR/CLASSIC	7 (1)	373 (3)	380 (4)	18.2	17.5
C/OLDIES/SOFT ROCK	39 (1)	265 (4)	304 (5)	14.5	15.2
OR/VARIETY/FULL	310 (2)		310 (2)	14.8	15.6
OUNTRY	16 (1)	151 (1)	167 (2)	8.0	7.2
LACK/URBAN	42 (2)	92 (1)	134 (3)	6.4	8.0
TFL/EZ		169 (1)	169 (1)	8.1	9.1
EWS/TALK	126 (3)		126 (3)	6.0	3.8
OSTALGIA	134 (1)		134 (1)	6.4	7.3
ELIGION/GOSPEL	9 (1)		9 (1)	0.4	1.7
PANISH					
LASSICAL		70 (1)	70 (1)	3.3	2.0
AZZ/NEW AGE		49 (1)	49 (1)	2.3	1.4
THERS/UNKNOWN		16 (1)	16 (1)	0.8	0.6
			2090 (27)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAUK	1510	Waukesha	.7/1.6
WLZR	1340	Milwaukee	.3/1.5
WMVP	1290	Greenfield	.7/2.6
WRJN	1400	Racine	.7/1.2
WTKM-F	104.9	Hartford	.7/1.9
WYLO	540	Jackson	.4/1.9
WJZQ-F	95.1	Chicago	.5/1.3
WBBM	780	Chicago	.9/3.5
WGN	720	Chicago	1.1/3.7
WJMK-F	104.3	Chicago	.3/ .8

ADIO STATIONS

M STATIONS

EMP,	1250,	5 KW (DA-2)	, OLDIES	MBS,Trans,	$ 41.00 (Banner)	Heritage	
ISN,	1130,	50 KW/10 KW (DA-N),	NEWS/TALK	MBS,ABC-E,	$ 52.00 (Katz)	Hearst	
MVP,	1290,	5 KW (DA-2)	, BLACK	SMN,	$ 21.00 (Durpetti)	All Pro	
NOV,	860,	250 W (DAYS,DA)	, BLACK	NBN,	$ 20.00 (---)		
OKY,	920,	5 KW/ 1 KW (DA-2),	NOSTALGIA	CBS,	$ (---)	Sundance	
TMJ,	620,	5 KW (DA-N)	, MOR	NBC,	$121.00 (Christal)	Milwaukee Journal	
YLO,	540,	250 W/150 W(DA-1)	, RELIGION/ETHNIC	,	$ 20.00 (In House)	Marsh	(JACKSON)

M STATIONS

BZN,	100.7,	50 KW @ 500,	JAZZ/NEW AGE	,	$ 40.00 (Torbet)	Channel One
EZW,	103.7,	20 KW @ 840,	BTFL/EZ	,	$ 70.00 (Republic)	Multimedia
FMR,	98.3,	3 KW @ 330,	CLASSICAL	,	$ 49.00 (CMBS)	
KLH,	96.5,	22 KW @ 810,	CLASSIC AOR	,	$ 92.00 (Mc-Guild)	Saga
KTI,	94.5,	16 KW @ 911,	CHR	Source,	$ 87.00 (Christal)	Milwaukee Journal
LTQ,	97.3,	16 KW @ 980,	SOFT AC	,	$ 55.00 (Katz)	Hearst
LUM,	102.1,	50 KW @ 490,	BLACK	CBS-R,	$ 47.00 (HNWH)	All Pro
LZR,	102.9,	50 KW @ 422,	AOR	ABC-F,	$ 57.00 (Republic)	Great American
MIL,	106.1,	13 KW @ 976,	COUNTRY	,	$ 74.00 (CBS)	Sundance
MYX,	99.1,	50 KW @ 450,	AC	CBS-R,	$ 62.00 (Banner)	Hertitage
QFM,	93.3,	14 KW @ 940,	AOR	ABC-R,	$ 64.00 (Eastman)	Shamrock-Lynett
ZTR,	95.7,	34 KW @ 610,	OLDIES	,	$ 41.00 (Durpetti)	

ALLS

FORMATS

SALES

WBZN A/F (Racine): From SRO to Adams for $3,000,000 (Fischer)

WBZN A/F: From Adams to Channel One for $3,000,000 (Mahlman)

MINNEAPOLIS - ST. PAUL

Arbitron Rank/Pop (12+): 18/1,944,800

MSA Rank/Pop: 14/2,345,500
ADI #13

Average Person Ratings: 17.7
Market TSL: 23.0 Hours

Stations: 19/19
Diaries: 1633/1191:1/59.0%
Sample Target: 1660
% Below Line: 0
% Not Listed: 14.0

1988 Revenue: $68,400,000
HH/ Inc: $38,799
Retail $: 19.0 Bil
Pop per Station: 102,358
#1 Biller: WCCO $20,000,000

12+ METRO		1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. WCCO	(MOR)	580/16.9	22.3	16.6	16.9	19.4	18.2	824/10381	7409/38.1	35.3	38.3	68	14.9	512	7584	WCCO
2. KSTP-F	(AC)	315/ 9.2	7.5	9.0	9.4	8.3	8.8	365/ 4752	4072/20.9	19.5	22.0	133	8.1	278	3542	KSTP-F
3. KQRS A/F	(AOR)	287/ 8.4	9.5	11.7	7.9	10.2	9.4	347/ 5345	4528/23.3	23.0	21.9	100	12.1	406	5008	KQRS A/F
4. WLTE-F	(AC)	238/ 6.9	5.5	5.8	5.9	4.7	6.0	286/ 4485	3708/19.1	17.9	13.5	117	4.1	141	2559	WLTE-F
5. KLXK-F	(O)	235/ 6.8	6.3	4.6	5.5	5.8	5.8	255/ 3799	3445/17.7	10.9	12.6	132	6.5	223	2567	KLXK-F
6. KDWB-F	(CHR)	233/ 6.8	6.8	4.7	5.1	5.2	5.9	269/ 5150	4208/21.6	17.1	18.1	49	7.3	252	3973	KDWB-F
7. KEEY-F	(C)	232/ 6.8	6.2	6.2	7.4	6.3	6.7	264/ 3573	3006/15.5	14.1	16.2	126	5.9	202	2476	KEEY-F
8. WLOL-F	(CHR)	213/ 6.2	6.0	9.4	8.3	8.0	7.5	250/ 5034	4261/21.9	24.3	23.8	82	7.9	271	4348	WLOL-F
9. KTCZ-F	(AOR)	144/ 4.2	4.0	4.3	4.1	4.0	4.2	150/ 2126	2013/10.4	10.7	9.4	152	3.4	116	1482	KTCZ-F
10. KJJO-F	(AOR)	127/ 3.7	4.4	5.3	4.0	6.6	4.4	176/ 3276	2493/12.8	12.2	12.6	65	6.6	226	2257	KJJO-F
11. KSTP	(N/T)	100/ 2.9	2.6	3.0	4.2	2.6	3.2	104/ 1689	1546/ 7.9	9.0	7.6	107	4.0	137	1923	KSTP
12. KQQL-F	(O)	55/ 1.6	1.5	1.4	1.7	2.2	1.6	71/ 1701	1286/ 6.6	6.1	7.9	156	1.1	39	983	KQQL-F
KLBB	(BB)	55/ 1.6	1.3	1.8	1.7	1.2	1.6	55/ 821	821/ 4.2	3.5	2.6	19	1.1	39	518	KLBB
14. WDGY	(C)	46/ 1.3	1.5	1.6	1.9	2.0	1.6	53/ 1271	1056/ 5.4	5.7	5.5	123	1.3	45	931	WDGY
15. WAYL	(EZ)	45/ 1.3	1.5	.4	.5	.4	.9	46/ 876	840/ 4.3	2.0	2.6	100	1.3	45	484	WAYL
16. KDWB	(O)	37/ 1.1	1.8	2.7	2.1	2.0	1.9	43/ 1160	989/ 5.1	6.7	7.7	145	.9	31	487	KDWB
17.																
18.																
19.																
20.																
21.																
22.																
23.																
24.																
25.																

12+ FM SHARE (METRO): 70.35% (2078 of 2954) (FAL 87: 68.16%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KDWF-F>	1. KQRS AF>	1. KSTP-F<	1. KSTP-F	1. KSTP-F	1. WCCO>>	1. WCCO>>	1. WCCO	1. WCCO>	1. WCCO	1. WCCO>>
2. WLOL-F>>	2. KLXK-F	2. KQRS A/F	2. WCCO<	2. WCCO	2. KSTP-F	2. KQRS A/F	2. KSTP-F	2. KSTP-F	2. KDWB-F	2. KSTP<
3. KJJO-F	3. KSTP-F<	3. KLXK-F	3. KLXK-F	3. KLXK-F	3. WLTE-F	3. KSTP-F	3. KLXK-F<	3. KLXK-F	3. WLOL-F	3. WLTE-F
KQRS A/F	4. KDWB-F	4. KEEY-F	4. KQRS A/F	4. KEEY-F	4. KEEY-F	4. WLOW-F	4. KQRS A/F	4. KQRS A/F	4. KQRS A/F<	4. KEEY-F
5.	5. WLOL-F	WCCO<	5. KEEY-F	5. KQRS A/F	5. KSTP	5. KDWB-F<	5. KEEY-F	5. KEEY-F<	5. KLXK-F<	5. KDWB-F
6.	6. KEEY-F<	6. WLTE-F	6. WLTE-F	6. WLTE-F	6.	6. KEEY-F<	WLTE-F	6. KDWB-F	6. WLTE-F	6. KSTP-F
7.	7. KJJO-F	7. WLOL-F<	7. KTCZ-F	7. KTCZ-F	7.	7. WLTE-F	7. KDWB-F	WLTE-F	7. KSTP-F	7. KLXK-F
8.	KTCZ-F	8. KDWB-F	8.	8.	8.	8.	8.	8.	KTCZ-F	8. WLOL-

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KDWB-F>	1. KDWB-F	1. KSTP-F	1. KSTP-F	1. KSTP-F>	1. KQRS A/F>>	1. KQRS A/F>>	1. KQRS A/F>	1. KQRS A/F	1. KQRS A/
2. WLOL-F>	2. WLOL-F	2. KLXK-F	2. WLTE-F	2. WLTE-F	2. KJJO-F	2. KLXK-F	2. KLXK-F>	2. KLXK-F	WCCO
3. WLTE-F	3. KSTP-F<	3. KEEY-F	3. KDWB-F	3. WCCO	3. KDWB-F	3. KJJO-F	3. KTCZ-F	3. WCCO<	3. KLXK-F
4. KLXK-F	4. KLXK-F	4. WLOL-F	4. WLOL-F	4. KEEY-F	4. KLXK-F	4. KSTP-F	4. KSTP-F	4. KSTP-F	4. KSTP-F
KQRS A/F	5. WLTE-F	5. KTCZ-A	5. KLXK-F	5. KLXK-F	5. WLOL-F	5. KTCZ-F	5. WCCO	5. KEEY-F	5. KEEY-F
6. KJJO-F	6. KEEY-F	WLTE-F	6. KEEY-F	6. WLOL-F	6. KSTP-F	6. WLOL-F	6. KEEY-F	6. KTCZ-F	6. KTCZ-F>
7. KSTP-F	7. KQRS A/F	7. KQRS A/F	7. WCCO	7. KTCZ-F<	7. KEEY-F	7. KEEY-F	7. KJJO-F	7. KJJO-F	7. WLTE-F
8. KEEY-F	8.	8. KDWB-F	8.	8. KEWB-F	8.	8.	8. WLOL-F	8.	8.

FORMATS	AM	FM	TOTAL	%	FAL 87 %
TOP 40/CHR/CONTEMP		446 (2)	446 (2)	15.1	14.8
AOR/CLASSIC	10 (1)	548 (3)	558 (4)	18.9	23.2
AC/OLDIES/SOFT ROCK	37 (1)	843 (4)	880 (5)	29.8	19.3
MOR/VARIETY/FULL	580 (1)		580 (1)	19.6	22.2
COUNTRY	46 (1)	232 (1)	278 (2)	9.4	9.2
BLACK/URBAN					
BTFL/EZ	45 (1)		45 (1)	1.5	7.0
NEWS/TALK	100 (1)		100 (1)	3.4	2.9
NOSTALGIA	55 (1)		55 (1)	1.9	1.4
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
OTHERS/UNKNOWN	3 (1)	9 (1)	12 (2)	0.4	
			2954 (19)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WIXK	1590	New Richmond	.1/ .3
WIXK-F	107.1	New Richmond	.3/ .9

RADIO STATIONS

AM STATIONS

KDWB,	630,	5 KW/500 (DA02) ,	OLDIES	,	$ NA	(Banner)	Legacy
KLBB,	1400,	1 KW ,	NOSTALGIA	CNN, ABC-D,	$ 34.00	(Roslin)	
KSNE,	1260,	5 KW (DA-N) ,	MOR	,	$ 19.00	(Roslin)	
KSTP,	1500,	50 KW (DA-N) ,	NEWS/JAZZ	ABC-T,ABC-I,	$ 52.00	(Mc-Guild)	Hubbard
KTCJ,	690,	500 W (DAYS,DA) ,	JAZZ	,	$ 23.00	(Durpetti)	Parker
KUXL,	1570,	2.5 KW/300 W ,	RELIGION	,	$ 20.00	(---)	Marsh
WCCO,	830,	50 KW ,	MOR	CBS,	$268.00	(CBS)	
WDGY,	1130,	50 KW/25KW(DA-2),	COUNTRY	MBS,	$ 47.00	(Katz)	Malrite

FM STATIONS

KDWB,	101.3,	50 KW @ 822,	CHR	,	$ 95.00	(Banner)	Legacy
KEEY,	102.1,	50 KW @ 842,	COUNTRY	,	$115.00	(Katz)	Malrite
KJJO,	104.1,	100 KW @ 1050,	AOR	CBS-R,	$ 53.00	(Republic)	Park
KQRS,	92.5,	50 KW @ 822,	AOR	ABC-R,	$150.00	(Katz)	Cap Cities/ABC
KQQL,	107.9,	100 KW @ 1080,	OLDIES	Trans,	$ 47.00	(Republic)	Trumper
KSTP,	94.5,	100 KW @ 1250,	AC	,	$200.00	(Mc-Guild)	Hubbard
KTCZ,	97.1,	100 KW @ 285,	ECLECTIC/AOR	,	$ 64.00	(Durpetti)	Parker
KLXK,	93.7,	100 KW @ 820,	OLDIES	,	$ 72.00	(Durpetti)	Entercom
WLOL,	99.5,	50 KW @ 844,	CHR	,	$125.00	(HNWH)	Emmis
WLTE,	102.9,	100 KW @ 1304,	AC	,	$ 79.00	(CBS)	

CALL LETTER CHANGES

KMGK changes to KQQL
WAYL-F changes to KLXK-F (Oct)

FORMAT CHANGES

KQQL: From AC to OLDIES (Oct)
KJJO-AM: From OLDIES TO Z-ROCK (Nov)
KLXK-F: From EZ to OLDIES

SALES

MOBILE

Arbitron Rank/Pop (12+): 86/385,600

MSA Rank/Pop: 102/478,100
ADI# 64 (W/Pensacola)
Average Person Ratings: 18.2
Market TSL: 24.0 Hours

Stations: 26/21
Diaries: 883/437:1/53.0%
Sample Target: 770
% Below Line: 4.0%
% Not Listed: 9.0%

1988 Revenue: $11,400,000
HH/ Inc: $28,654
Retail $: 3.0 Bil
Pop per Station: 18,362
#1 Biller: WKSJ-F $ 3,800,000

12+ METRO		1/4/SHARE	SPG 88	FAL 87	SPG 87	FAL 86	4BOOK AVG	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. WKSJ-F	(C)	123/17.6	17.4	17.2	19.3	17.9	---	133/1363	1220/31.6	29.8	28.8	169	15.1	115	1100	WKSJ-F
2. WABB-F	(CHR)	89/12.7	13.9	15.4	17.4	17.2	---	156/2177	1096/28.4	31.8	32.4	64	18.5	141	1411	WABB-F
3. WBLX-F	(B)	83/11.9	12.9	17.3	14.3	13.9	---	151/1444	894/23.2	22.8	24.3	108	19.1	146	1065	WBLX-F
4. WGOK	(B)	48/ 6.9	8.5	7.3	7.8	7.9	---	49/ 606	582/15.1	15.3	15.4	74	3.5	27	416	WGOK
5. WAVH-F	(O)	38/ 5.4	3.3	4.5	3.7	3.7	---	87/1228	533/13.8	10.0	10.6	172	3.9	30	377	WAVH-F
6. WMML	(B)	34/ 4.9	4.9	2.6	1.6	2.5	---	34/ 373	364/ 9.4	10.6	6.9	57	3.1	24	299	WMML
7. WKRG-F	(AC)	31/ 4.4	5.0	4.5	4.0	4.2	---	63/1154	511/13.3	15.5	16.7	141	6.0	46	649	WKRG-F
8. WKRG	(N/T)	28/ 4.0	4.6	4.4	4.5	6.1	---	30/ 488	460/11.9	10.7	12.0	78	4.8	37	325	WKRG
9. WGCX-F	(AOR)	21/ 3.0	2.4	1.2	3.4	3.6	---	80/1073	313/ 8.1	7.7	6.6	140	3.1	24	228	WGCX-F
10. WDLT-F	(AC)	20/ 2.9	3.6	3.4	4.0	3.3	---	20/ 305	305/ 7.9	10.7	11.2	176	2.2	17	234	WDLT-F
11. WMOB	(R/G)	16/ 2.3	2.4	.6	1.4	.7	---	16/ 154	154/ 4.0	3.8	2.3	74	1.8	14	126	WMOB
12. WZEW-F	(AOR)	15/ 2.1	3.6	3.7	4.1	3.1	---	15/ 246	238/ 6.2	9.5	7.1	95	2.8	21	253	WZEW-F

12+ FM SHARE (METRO): 71.74% (457 of 637) (FAL 87: 77.50%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WABB-F>>	1. WABB-F	1. WBLX-F<	1. WKSJ-F	1. WKSJ-F>	1. WKSJ-F>>	1. WKSJ-F>	1. WKSJ-F>	1. WKSJ-F	1. WABB-F	1. WKSJ-F
2. WBLX-F	WBLX-F>	2. WKSJ-F	2. WBLX-F	2. WBLX-F	2. WGOK	2. WABB-F	2. WABB-F	2. WABB-F	2. WBLX-F	2. WABB-F
WMML	3. WKSJ-F	3. WABB-F>	3. WAVH-F	3. WAVH-F	3. WKRG	3. WBLX-F	3. WBLX-F	3. WBLX-F>>	3. WMML	3. WBLX-F
4.	4. WGCX-F	4. WAVH-F	4. WABB-F	4. WABB-F	4. WAVH-F	4. WAVH-F	4. WGOK	4. WAVH-F<	4. WKSJ-F>	4. WKRG
5.	5. WKRG-F	WKSJ-F	5. WKRG-F	5. WKRG-F	WBLX-F	5. WKRG	5. WAVH-F	5. WMML	5. WGOK	5.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-5
1. WABB-F	1. WABB-F	1. WABB-F	1. WABB-F<	1. WKSJ-F>	1. WABB-F	1. WBLX-F>	1. WBLX-F	1. WBLX-F<	1. WKSJ-
2. WBLX-F	2. WBLX-F>	WBLX-F>	2. WKSJ-F<	2. WBLX-F	2. WBLX-F	2. WABB-F	2. WKSJ-F	2. WKSJ-F>	2. WBLX-
3. WKSJ-F	3. WKSJ-F>	3. WKRG-F	3. WBLX-F>	3. WABB-F	3. WGCX-F	3. WGCX-F	3. WGCX-F	3. WABB-F	3. WAVH-
4. WMML	4. WMML	4. WAVH-F	4. WAVH-F	4. WAVH-F	4. WZEW-F	WKSJ-F	4. WGOK	4. WAVH-F	4. WGCX-
5.	5. WMML	5. WAVH-F	5. WKRG-F	5. WKRG-F	5.	5. WZEW-F	5. WZEW-F	5. WGCX-F	5. WKRG-
							WAVH-F		WABB-

FORMATS	AM	FM	TOTAL	%	FAL 87 %
TOP 40/CHR/CONTEMP		91 (2)	91 (2)	14.3	17.8
AOR/CLASSIC		38 (3)	38 (3)	6.0	3.9
AC/OLDIES/SOFT ROCK		89 (3)	89 (3)	14.0	9.7
MOR/VARIETY/FULL	10 (1)		10 (1)	1.6	
COUNTRY	3 (1)	130 (2)	133 (3)	20.9	20.0
BLACK/URBAN	87 (3)	83 (1)	170 (4)	26.7	30.6
BTFL/EZ		22 (2)	22 (2)	3.5	3.3
NEWS/TALK	28 (1)		28 (1)	4.4	4.7
NOSTALGIA					
RELIGION/GOSPEL	34 (3)		34 (3)	5.3	1.7
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					4.8
OTHERS/UNKNOWN	18 (3)	4 (1)	22 (4)	3.4	3.4
			637 (26)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING			
WABB	1480	Mobile	.7/4.3
WABF	1220	Fairhope	.3/1.5
WBCA	1110	Bay Minette	.9/1.1
WBHY	840	Mobile	1.1/2.3
WBLX	660	Mobile	1.4/5.3
WGRR	960	Prichard	1.4/2.4
WHEP	1310	Foley	1.4/1.8
WKSJ	1270	Prichard	.4/2.6
WLPR-F	105.5	Bay Minette	1.3/4.5
WJLQ-F	100.7	Pensacola	.3/2.9
WMEZ-F	94.1	Pensacola	1.9/4.2
WOWW-F	107.3	Pensacola	1.0/2.2
WKNN-F	99.1	Pascagoula	.6/2.1
WTKX-F	101.5	Pensacola	.3/1.6

RADIO STATIONS

WABB,	1480,	5 KW (DA-N)	, OLDIES	SMN,	$ NA	(Christal)	Dittman	Bernard Dittman
WBHY,	840,	10 KW (DAYS)	, RELIGION	,	$ 11.00	(---)		Wilbur Goforth
WGOK,	900,	1 KW/500 W (DA-1)	, BLACK	SBN,	$ 16.00	(Roslin)		Irene Ware
WKRG,	710,	1 KW/500 W (DA-N)	, TALK	CBS,MBS,	$ 27.00	(Katz)		Wes Diamond
WKSJ,	1270,	5 KW (DAYS)	, COUNTRY	ABC-E,	$ NA	(Banner)	Capitol-Johnson	Jay Childress
WMML,	1410,	5 KW (DA-N)	, BLACK	NBC,	$ 16.00	(K & P)		Lynett Eason
WBLX,	660,	22 KW/850 W (DA-2)	, GOSPEL/BLACK	,	$ 12.00	(---)	Beasley	
WABB-F,	97.5,	100 KW @ 1350,	CHR	ABC-F,	$ 68.00	(Christal)	Dittman	Bernard Dittman
WAVH-F,	96.1,	100 KW @ 1100,	OLDIES	,	$ 31.00	(Durpetti)	Marathon	Don Walker
WBLX-F,	92.9,	100 KW @ 1555,	BLACK	US 1, ABC-C,	$ 52.00	(HNWH)	Beasley	Harry Williams
WDLT-F,	98.3,	3 KW @ 300,	SOFT AC	Trans,	$ 29.00	(Durpetti)		Chris Kalifeh
WKRG-F,	99.9,	100 KW @ ?? ,	AC	MBS,	$ 32.00	(Katz)		Wes Diamond
WKSJ-F,	94.9,	100 KW @ 490,	COUNTRY	ABC-E,	$ 88.00	(Banner)	Capitol-Johnson	Jay Childress
WZEW-F,	92.1,	3 KW @ 300,	AOR	ABC-R,	$ 24.00	(Masla)		Sandy Frost

NOTES: WMOO, WBLX-F sold by Beasley to Paul Major for $10,000,000 (Raymond). This WBLX deal never closed.

MODESTO

Arbitron Rank/Pop (12+): 132/274,300	Stations: 24/14	1988 Revenue: $9,300,000
	Diaries: 635/432:1/52.6%	HH/ Inc: $31,331
MSA Rank/Pop: 140/332,600	Sample Target: 620	Retail $: 2.06 Bil
Sacramento ADI	% Below Line: 24.1	Pop-per Station: 19,593
Average Person Ratings: 15.6	% Not Listed: 15.5%	#1 Biller: KOSO-F $1,600,000
Market TSL: 21.3 Hours		

12+ METRO		1/4/SHARE	SPG 88	FAL 87	SPG 87	FAL 86	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. KBEE-F	(EZ)	51/11.9	9.7	11.5	12.0	10.7	97/1093	543/19.8	18.2	16.3	88	7.0	30	333	KBEE-F
2. KDJK-F	(AOR)	39/ 9.1	13.0	8.0	11.3	8.6	73/ 896	406/14.8	18.3	13.8	121	14.7	53	489	KDJk-F
3. KHOP-F	(CHR)	37/ 8.7	7.1	5.9	7.2	6.8	80/1560	648/23.6	18.8	17.1	87	8.1	35	612	KHOP-F
4. KMIX-F	(C)	34/ 8.0	9.5	8.8	7.2	7.6	39/ 506	395/14.4	17.0	13.3	126	9.5	41	401	KMIX-F
5. KFIV-F	(CHR)	28/ 6.6	5.9	7.2	7.0	8.6	32/ 555	453/16.5	16.9	18.1	64	9.5	41	581	Kfiv-F
6. KOSO-F	(AC)	27/ 6.3	8.0	9.9	7.9	7.6	48/ 659	341/12.4	12.2	18.3	127	6.5	28	331	KOSO-F
7. KLOC	(SP)	21/ 4.9	6.1	1.6	3.8	5.2	25/ 218	155/ 5.7	7.3	2.3	120	3.3	14	189	KLOC
8. KTRB	(C)	20/ 4.7	5.4	4.5	2.6	5.2	30/ 583	282/10.3	10.9	8.0	98	4.9	21	237	KTRB
9. KCBS	(N/T)	16/ 3.7	2.4	3.2	3.8	4.7	41/ 839	286/10.4	8.7	8.2	46	1.9	8	158	KCBS
10. KSJQ-F	(U/CHR)	15/ 3.5	3.8	8.0	6.0	4.4	36/ 568	252/ 9.2	11.5	12.0	23	7.0	30	376	KSJQ-F

12+ FM SHARE (METRO): 73.41% (265 OF 362) (FAL 87: 75.23%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KSJQ-F	1. KDJK-F	1. KDJK-F	1. KDJK-F	1. KDJK-F	1. KBEE-F>	1. KBEE-F	1. KBEE-F>	1. KBEE-F>	1. KDJK-F	1. KTRB
2. KFIV-F	2. KHOP-F	2. KHOP-F	2. KMIX-F	2. KBEE-F	2. KMIX-F	2. KDJK-F	2. KDJK-F	2. KHOP-F	2. KHOP-F	2. KDJK-F>
3. KHOP-F>	3. KOSO-F	3. KMIX-F	3. KOSO-F	3. KMIX-F	3. KTRB	3. KHOP-F	3. KMIX-F <	3. KDJK-F	3. KFIV-F	3. KLOC
4. KLOC	4. KFIV-F	4. KOSO-F	4. KHOP-F	4. KOSO-F	KCBS	4. KTRB	4. KHOP-F	4. KMIX-F	4. KBEE-F>	4. KMIX-F
5.	5. KMIX-F	5. KFIV-F	5. KBEE-F	5. KHOP-F	5.	5. KMIX-F	5. KOSO-F	KOSO-F	5. KSJQ-F	5. KHOP-F
	6. KLOC					KOSO-F				

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KFIV-F	1. KOSO-F	1. KOSO-F	1. KOSO-F	1. KBEE-F	1. KHOP-F	1. KDJK-F>>	1. KDJK-F>>	1. KDJK-F	1. KDJK-F>
2. KOSO-F	2. KFIV-F	2. KMIX-F	2. KMIX-F	2. KMIX-F	2. KDJK-F>	2. KHOP-F>>	2. KHOP-F>	2. KHOP-F>	2. KMIX-F
3. KHOP-F	3. KMIX-F	3. KBEE-F	3. KFIV-F	3. KOSO-F>	3.	3.	3. KLOC	3. KMIX-F	3. KLOC
4. KDJK-F	KHOP-F	4. KHOP-F	4. KHOP-F	4. KDJK-F		4.	4. KBEE-F	4. KLOC	4. KHOP-F
KLOC	5. KDJK-F	5. KDJK-F	5. KDJK-F	KHOP-F	5.	5.	KFIV-F	5. KBEE-F	5. KBEE-F

FORMATS	AM	FM	TOTAL	%	FAL 87 %
TOP 40/CHR/CONTEMP		70 (3)	70 (3)	19.4	25.7
AOR/CLASSIC		39 (1)	39 (1)	10.8	9.2
AC/OLDIES/SOFT ROCK	3 (1)	31 (2)	34 (3)	9.4	12.5
MOR/VARIETY/FULL	9 (1)		9 (1)	2.5	4.9
COUNTRY	34 (3)	44 (2)	78 (5)	21.6	24.8
BLACK/URBAN		15 (1)	15 (1)	4.2	
BTFL/EZ		54 (2)	54 (2)	15.0	13.8
NEWS/TALK	21 (3)		21 (3)	5.8	4.3
NOSTALGIA	3 (1)		3 (1)	0.8	
RELIGION		8 (1)	8 (1)	2.2	3.4
SPANISH	21 (1)	4 (1)	25 (2)	6.9	1.8
CLASSICAL	5 (1)		5 (1)	1.4	0.6
JAZZ/NEW AGE					
OTHERS/UNKNOWN					
	96 (11)	265 (13)	361 (24)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING			
KAMB-F	101.5	Merced	1.9/5.5
KFIV	1360	Modesto	.7/2.4
KMIX	1390	Turlock/Modesto	1.2/2.5
KMYT-F	97.5	Merced	.7/2.2
KNTO-F	95.9	Livingston	.9/3.1
KOOK	97.0	Modesto	1.2/3.1
KUBB-F	96.3	Mariposa	2.3/5.4
KFRC	610	San Francisco	.7/2.0
KGO	810	San Francisco	.5/1.7
KMEL-F	106.1	San Francisco	1.2/1.9
KMJ	580	Fresno	.7/3.1
KNBR	680	San Francisco	2.1/6.6
KRAK	1140	Sacramento	2.1/4.6
KYBB-F	100.9	Tracy	.9/3.5

RADIO STATIONS

KOOK,	970, 1 KW (DA-2)	, ??	ABC-D, $ 10.00 (Republic)		Tom Ehrman
KLOC,	920, 500 W/2.5 KW (DA-2	, HISPANIC	, $ 14.00 (Lotus)		Mike Sturtevant
KTRB,	860, 50 KW/10 KW (DA-2)	, COUNTRY	NBC, $ 20.00 (Banner)		Dave Jacob
KBEE-F,	103.3, 50 KW @ 500,	BTFL/EZ	ABC-D, $ 26.00 (Mc-Guild)	John Price	Tom Ehrman
KDJK-F,	95.1, 32 KW @ 1450,	AOR	, $ 42.00 (Eastman)		Joe Gross
KFIV-F,	102.3, 3 KW @ 300,	AC	US-1, $ 31.00 (MMR)	Comm. Pacific	
KMIX-F,	98.3,2.2 KW @ 390,	COUNTRY	MBS, $ 30.00 (Christal)	(TURLOCK)	Bob Salmon
KHOP-F,	104.1, 50 KW @ 500,	CHR	, $ 26.00 (Mc-Guild)	Fuller-Jeffrey	Ed Groppo
KMYT-F,	97.5, 50 KW @ 493,	BTFL/EZ	, $ 26.00 (Mc-Guild)	(MERCED)	Maurice Hill
KUBB-F,	96.3, 3 KW @ ??,	COUNTRY	, $ NA (HNWH)	Buckley (MARIPOSA)	Julia Campbell
KOSO-F,	93.1, 3 KW @ ?? ,	AC	APR, $ 38.00 (Katz)	(PATTERSON)	Bob Clark
KSJQ-F,	96.7, 3 KW @ 326,	URBAN/CHR	, $ 20.00 (Banner)	(MANTECA)	Jay Martin

KFIV changes from CHR to AC (Nov)
KHYV changes to KOOK (Aug)

MONTGOMERY

Arbitron Rank/Pop (12+): 135/248,700

MSA Rank/Pop: 150/306,800
ADI #108
Average Person Ratings: 16.6
Market TSL: 23.0 Hours

Stations: 12/12
Diaries: 691/360:1/60.0%
Sample Target: 610
% Below Line: 0 %
% Not Listed: 16.7%

1988 Revenue: $8,500,000
HH Inc.: $29,284
Retail $: 1.9 Bil
Pop per Station: 20,725
#1 Biller: WLWI A/F $2,700,000

12+ METRO		1/4/SHARE	SPG 88	FAL 87	SPG 87	FAL 86	4 BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. WLWI-F	(C)	75/18.1	19.2	---	19.3	---		116/1249	730/29.4	29.7	---	108	16.8	72	681	WLWI-F
2. WHHY A/F	(AC)	61/14.7	12.2	---	18.1	---		89/1210	835/33.6	NA	NA	109	14.3	61	704	WHHY A/F
3. WZHT-F	(B)	51/12.3	3.2	---	5.2	---		100/ 942	506/20.3	13.1	---	92	18.2	78	631	WZHT-F
4. WSYA-F	(O)	49/11.8	10.4	---	7.7	---		56/ 766	631/25.4	22.9	---	136	10.5	45	485	WSYA-F
5. WBAM-F	(CHR)	35/ 8.5	7.6	---	11.6	---		56/ 938	546/22.0	23.9	---	72	9.3	40	550	WBAM-F
6. WQIM-F	(B)	31/ 7.5	12.7	---	11.1	---		34/ 575	526/21.1	20.4	---	64	11.0	47	593	WQIM-F
7. WXVI	(B)	21/ 5.1	8.3	---	8.5	---		23/ 299	289/11.6	17.7	---	120	4.9	21	249	WXVI
8. WZTN	(R/G)	10/ 2.4	5.6	---	3.1	---		19/ 158	124/ 5.0	7.1	---	108	.7	3	69	WZTN
9.																
10.																
11.																
12.																
13.																
14.																
15.																

12+ FM SHARE (METRO): 85.80% (296 OF 345) (FAL 87: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WBAM-F>>	1. WZHT-F>	1. WZHT-F	1. WSYA-F<	1. WLWI-F	1. WLWI-F>>	1. WHHY-AF	1. WLWI-F>	1. WLWI-F>	1. WZHT-F	1. WLWI-F>
2. WHHY-AF	2. WHHY-AF	2. WSYA-F	2. WLWI-F<	2. WHHY-AF	2. WHHY-AF	2. WLWI-F>	2. WSYA-F	2. WZHT-F<	2. WQIM-F<	2. WHHY-F
WQIM-F	3. WSYA-F	WHHY-AF	3. WHHY-AF	WSYA-F	3. WSYA-F>	3. WSYA-F	3. WHHY-AF	3. WSYA-F	3. WBAM-F	3. WQIM-F
WZHT-F	4. WBAM-F	4. WLWI-F	4. WZHT-F	4. WZHT-F	4.	4. WZHT-F	4. WZHT-F	4. WHHY-F	4. WLWI-F	4. WSYA-F
5.	5. WLWI-F	5.	5.	5.	5.	5.	5.	5. WBAM-F	WSYA-F	WXVI
	WQIM-F									WZHT-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WZHT-F	1. WZHT-F>	1. WSYA-F	1. WZHT-F<	1. WLWI-F	1. WZHT-F	1. WZHT-F	1. WHHY-AF	1. WHHY-AF	1. WLWI-F
2. WQIM-F	2. WSYA-F	2. WZHT-F	2. WSYA-F<	2. WSYA-F	2. WBAM-F	2. WHHY-AF	2. WZHT-F	2. WLWI-F	2. WHHY-AF
3. WHHY-AF	3. WHHY-AF	3. WHHY-AF>	3. WLWI-F<	3. WHHY-AF	3. WHHY-AF	3. WBAM-F	3. WSYA-F	WSYA-F	3. WSYA-F>
4.	4. WQIM-F		4. WHHY-AF>	4. WZHT-F	WLWI-F	4. WLWI-F	4. WLWI-F	WZHT-F	4. WZHT-F
5.	5.	5.	5. WQIM-F	5.	5.	WSYA-F	5.	5.	5.

FORMATS	AM	FM	TOTAL	%	FAL 87 %
TOP 40/CHR/CONTEMP		35 (1)	35 (1)	10.1	---
AOR/CLASSIC					---
AC/OLDIES/SOFT ROCK	6 (1)	104 (2)	110 (3)	31.9	---
MOR/VARIETY/FULL					---
COUNTRY	2 (1)	75 (1)	77 (2)	22.3	---
BLACK/URBAN	21 (1)	82 (2)	103 (3)	29.9	---
BTFL MUSIC/EZ					---
NEWS/TALK	8 (1)		8 (1)	2.3	---

NOSTALGIA					
RELIGION/GOSPEL	12 (2)		12 (2)	3.5	---
SPANISH					---
CLASSICAL					---
JAZZ/NEW AGE					---
OTHERS/UNKNOWN					---
	49 (6)	296 (6)	345 (12)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WACV	1170	Montgomery	1.9/5.9
WLWI	740	Montgomery	.5/3.8
WMGY	800	Montgomery	.5/3.9

RADIO STATIONS

WACV, 1170, 10 KW/1 KW (DA-2) , TALK CNN,CBS,$ 12.00 (---) Woods
WXVI, 1600, 5 KW/1 KW (DA-N) , BLACK SBN,$ 22.00 (Roslin)
WZTN, 1000, 5 KW (DAYS,DA) , OLDIES ,$ 11.00 (---)

WBAM-F, 98.9, 100 KW @ 730, CHR ,$ 39.00 (Christal)
WHHY-F, 101.9, 100 KW @ 1040, CONTEMP ABC-C,$ 44.00 (Mc-Guild)
WLWI-F, 92.3, 100 KW @ 700, COUNTRY MBS,$ 65.00 (Katz) Colonial
WQIM-F, 95.3, 3 KW @ 230, BLACK NBN,$ 28.00 (Torbet) Downs
WSYA-F, 103.3, 27 KW @ 290, OLDIES US 1,$ 23.00 (Mc-Guild)
WZHT-F, 105.7, 100 KW @ 1854, BLACK ,$ 22.00 (Banner) (TROY)

NASHVILLE

Arbitron Rank/Pop (12+): 48/807,400

MSA Rank/Pop: 52/960,200
ADI #32
Average Person Ratings: 16.7
Market TSL: 22.0 Hours

Stations: 19/19
Diaries: 1096/737:1/48.9%
Sample Target: 1080
% Below Line: 0
% Not Listed: 11.0%

1988 Revenue: $33,000,000
HH/ Inc: $32,753
Retail $: 6.9 Bil
Pop per Station: 42,495
#1 Biller: WSM A/F $6,200,000

12+ METRO		1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. WYHY-F	(CHR)	139/10.3	12.8	13.2	11.0	10.4	11.8	241/ 3346	1967/24.4	27.0	22.3	69	14.1	195	2415	WYHY-F
2. WSIX-F	(C)	134/ 9.9	9.2	10.8	10.2	10.5	10.0	180/ 2323	1567/19.4	20.0	18.5	123	8.6	119	1304	WSIX-F
3. WZEZ-F	(EZ)	130/ 9.6	9.2	7.4	10.1	10.2	9.1	150/ 1471	1096/13.6	16.0	15.7	96	5.5	76	1006	WZEZ-F
4. WSM-F	(C)	125/ 9.3	10.2	10.0	12.2	9.1	10.4	275/ 3212	1633/20.2	19.8	18.9	105	10.5	145	1745	WSM-F
5. WKDF-F	(AOR)	112/ 8.3	8.0	9.1	8.5	11.3	8.5	200/ 2770	1509/18.7	20.5	20.8	105	11.9	165	1763	WKDF-F
6. WLAC-F	(AC)	96/ 7.1	7.2	6.8	6.0	7.0	6.8	141/ 2187	1367/16.9	17.4	15.7	135	7.1	98	1350	WLAC-F
7. WQQK-F	(B)	93/ 6.9	8.2	6.7	5.4	6.5	6.8	98/ 1247	1104/13.7	11.6	10.9	87	10.5	145	1401	WQQK-F
8. WGFX-F	(AOR)	78/ 5.8	6.0	6.5	5.5	6.4	6.0	108/ 1710	1159/14.4	15.7	16.5	114	6.5	90	1440	WGFX-F
9. WRMX-F	(AC)	69/ 5.1	4.0	4.8	2.9	3.3	4.2	83/ 1458	1065/13.2	10.8	8.5	147	3.8	52	943	WRMX-F
10. WSM	(C)	56/ 4.2	6.1	6.0	5.6	3.9	5.5	93/ 1566	936/11.6	16.2	13.4	86	3.2	44	814	WSM
11. WLAC	(T/R)	41/ 3.0	2.0	3.1	2.8	4.1	2.7	46/ 972	783/ 9.7	7.9	8.2	83	2.1	29	527	WLAC
12. WVOL	(B)	39/ 2.9	3.3	2.4	3.1	2.2	2.9	39/ 511	499/ 6.2	4.5	6.1	100	1.6	22	270	WVOL
13.																
14.																
15.																

12+ FM SHARE (METRO): 82.35% (989 of 1201) (FAL 87: 82.87%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WYHY-F>>	1. WKDF-F<	1. WKDF-F<	1. WSIX-F	1. WSIX-F	1. WZEZ-F	1. WSIX-F>	1. WZEZ-F	1. WYHY-F	1. WYHY-F>	1. WSM-F
2. WQQK-F>>	2. WYHY-F	2. WSIX-F	2. WLAC-F	2. WSM-F<	2. WSIX-F>	2. WYHY-F	2. WSIX-F<	2. WKDF-F<	2. WQQK-F>	2. WSM
3. WKDF-F	3. WGFX-F	3. WYHY-F	3. WKDF-F<	3. WLAC-F	WSM-F	3. WSM-F	3. WSN-F	3. WSIX-F<	3. WKDF-F	3. WSIX-F
4.	4. WQQK-F	4. WLAC-F	4. WSM-F	4. WZEZ-F	4. WSM	WZEZ-F	4. WKDF-F	4. WSM-F	4. WZEZ-F	4. WQQK-F
5.	5. WLAC-F<	5. WGFX-F<	5. WYHY-F	5. WKDF-F	5. WLAC-F	5. WKDF-F	5. WGFX-F	5. WQQK-F<	5. WSIX-F	5. WGFX-F<
6.	6. WSIX-F	6. WSM-F	WZEZ-F	6. WRMX-F	6. WRMX-F	6. WLAC-F	6. WYHY-F	6. WZEZ-F	6. WSM-F	6. WYHY-F
7.	7. WSM-F	7. WQQK-F	7. WRMX-F<	7. WYHY-F	7. WLAC	7.	7. WRMX-F	7. WLAC-F	7. WGFX-F	7.
8.	8.	8.	8. WGFX-F	8.	8.	8.	8.	8.	8.	8.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WQQK-F	1. WYHY-F	1. WLAC-F	1. WYHY-F	1. WSIX-F<
WYHY-F	2. WLAC-F	2. WYHY-F	2. WLAC-F	2. WLAC-F
3. WKDF-F>	3. WQQK-F	3. WSIX-F	WSIX-F	3. WSM-F
4. WMDB-F	4. WKDF-F	4. WGFX-F	4. WQQK-F	4. WYHY-F
5. WLAC-F	5. WSIX-F	WRMX-F	5. WKDF-F	5. WRMX-F
WSIX-F	6. WSM-F	WSM-F	WSM-F<	WZEZ-F
WSM-F	7. WGFX-F	7. WKDF-F	7. WRMX-F	7.
8. WGFX-F	8. WRMX-F	WQQK-F	8.	8. WKDF-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WKDF-F	1. WKDF-F	1. WKDF-F	1. WKDF-F	1. WSIX-F
2. WGFX-F	2. WGFX-F	2. WGFX-F	2. WGFX-F	2. WKDF-F
3. WYHY-F>	3. WYHY-F	3. WSIX-F	WSIX-F	3. WSM-F
4. WSIX-F	4. WSIX-F	4. WSM-F	4. WYHY-F	WZEZ-F
5. WQQK-F	5. WQQK-F	5. WQQK-F	5. WSM-F	5. WGFX-F
6. WLAC-F>	6. WLAC-F	6. WYJY-F	6. WLAC-F	6. WLAC-F
7. WRMX-F	7. WSM-F	7. WLAC-F	7. WQQK-F	7.
8.	8.	8.	WZEZ-F	8.

FORMATS	AM	FM	TOTAL	%	FAL 87 %
TOP 40/CHR/CONTEMP		139 (1)	139 (1)	11.6	11.4
AOR/CLASSIC		190 (2)	190 (2)	15.8	19.4
AC/OLDIES/SOFT ROCK	12 (1)	178 (3)	190 (4)	15.8	12.5
MOR/VARIETY/FULL	11 (1)		11 (1)	0.9	
COUNTRY	56 (1)	259 (2)	315 (3)	26.2	28.5
BLACK/URBA	65 (2)	93 (1)	158 (3)	13.2	10.5
BTFL/EZ		130 (1)	130 (1)	10.8	11.1
NEWS/TALK	41 (1)		41 (1)	3.4	4.5
NOSTALGIA	14 (1)		14 (1)	1.2	1.8
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
OTHERS/UNKNOWN	13 (2)		13 (2)	1.1	0.3
			1201 (19)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAKM	**950**	**Franklin**	.5/1.1
WAMB	**1160**	**Nashville**	1.0/3.7
WKDA	**1240**	**Nashville**	.9/3.1
WMDB	**880**	**Nashville**	1.9/2.8
WNQM	**1300**	**Nashville**	.4/1.3
WRLT-F	100.1	Franklin	1.0/4.4
WSIX	980	Nashville	.8/4.0

RADIO STATIONS

AM STATIONS

WAMB	1160	50 KW/1 KW (DA-N)	NOSTALGIA	MBS	$ 20.00 (Roslin)	
WKDA	1240	1 KW	OLDIES	ABC-R,ABC-I	$ 20.00 (Katz)	Dick
WLAC	1510	50 KW (DA-N)	NEWS/TALK/RELIG	CBS	$ 47.00 (Durpetti)	Fairmont
WMBD	880	2.5 KW (DAYS,DA)	BLACK		$ 17.00 (---)	
WSIX	980	5 KW (DA-N)	MOR	ABC-I	$ 31.00 (Mc-Guild)	Hicks
WSM	650	50 KW	COUNTRY	NBC	$ 55.00 (Christal)	
WVOL	1470	5 KW/1 KW (DA-2)	BLACK	NBN	$ 27.00 (Republic)	

FM STATIONS

WKDF-F	103.3	100 KW @ 1220	AOR	ABC-R,ABC-E	$103.00 (Katz)	Dick	
WLAC-F	105.9	100 KW @ 1229	AC		$110.00 (Durpetti)	Fairmont	
WQQK-F	92.1	1.5 KW @ 430	BLACK		$ 45.00 (Republic)		
WSIX-F	97.9	100 KW @ 1145	COUNTRY		$ 74.00 (Mc-Guild)	Hicks	
WSM-F	95.5	100 KW @ 1280	COUNTRY		$100.00 (Christal)		
WRMX-F	96.3	100 KW @ 840	AC/OLDIES		$ 40.00 (HNWH)	**Signature**	**(MURFREESBORO)**
WYHY-F	107.5	100 KW @ 710	CHR	US 2	$ 70.00 (Eastman)	Jacor	**(LEBANON)**
WZEZ-F	92.9	100 KW @ 1053	BTFL/EZ		$ 60.00 (Durpetti)	South Central	
WGFX-F	104.5	49 KW @ 1050	CLASSIC ROCK	ABC-F	$ 50.00 (Banner)	**Capitol-Johnson**	**(GALLATIN)**

NOTES: WWRB changes to WRLT and format to AC (Nov.)

NASSAU - SUFFOLK (Long Island)

Arbitron Rank/Pop (12+): 12/2,237,400	Stations: 40/12	1988 Revenue: $30,600,000
	Diaries: 1742/1284:1/49.9%	HH Inc.: $48,492
MSA Rank/Pop: 11/2,644,800	Sample Target: 1650	Retail $: 23.4 Bil
New York ADI	% Below Line: NA	Pop per Station: 186,450
Average Person Ratings: 18.7	% Not Listed: NA	#1 Biller: WALK A/F $7,700,000
Market TSL: 24.3 Hours		

12+ METRO	1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4 BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. WALK-F (AC)	263/6.3	6.0	6.0	6.9	5.9	6.3		2937/13.1	14.8	14.2	135	5.0	197	2064	WALK-F
2. WBAB-F (AOR)	200/4.8	4.3	5.5	4.6	5.5	4.8		2896/12.9	15.2	12.7	92	6.3	245	3307	WBAB-F
3. WBLI-F (CHR)	167/4.0	5.5	5.3	4.7	4.9	4.9		2860/12.8	12.9	13.0	123	6.8	267	3117	WBLI-F
4. WKJY-F (AC)	152/3.6	2.2	2.5	2.8	1.5	2.8		1744/ 7.8	6.3	4.5	142	2.6	101	1181	WKJY-F
5. WHLI (BB)	145/3.5	3.3	2.8	5.1	5.2	3.7		993/ 4.4	4.2	5.0	40	1.7	65	831	WHLI
6. WCTO-F (EZ)	121/2.9	1.9	1.9	1.5	2.7	2.1		1425/ 6.4	4.0	6.7	79	1.2	46	782	WCTO-F
7. WYNY-F (C)	115/2.8	2.4	2.6	2.1	3.0	2.5		1696/ 7.6	6.3	7.1	125	2.8	110	1444	WYNY-F
8. WGSM (MOR)	101/2.4	2.7	1.5	2.0	2.4	2.2		798/ 3.6	2.7	3.0	50	1.5	60	543	WGSM
9. WDRE-F (AOR)	60/1.4	1.4	2.0	1.8	1.6	1.7		1001/ 4.5	5.4	4.9	43	3.1	121	1311	WDRE-F
10. WRCN-F (AOR)	19/ .5	.7	.7	.3	.7	.6		449/ 2.0	2.4	2.1	80	.5	20	551	WRCN-F
11. WBAB (AOR)	14/ .3	.2	.4	.3	---	.3		499/ 2.2	2.2	---	33	.2	8	159	WBAB

NOTE: Nassau-Suffolk is a portion of the New York metro. Only stations home to the Nassau-Suffolk survey area are included. There is no TSA.

12+ FM SHARE (METRO): NA (FAL 87: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WBAB-F	1. WBAB-F	1. WALK-F	1. WALK-F>	1. WALK-F>	1. WALK-F	1. WALK-F>	1. WALK-F>	1. WALK-F	1. WBAB-F>	1. WALK-F
2. WBLI-F	2. WALK-F	2. WBAB-F	2. WKJY-F<	2. WKJY-F<	2. WHLI	2. WBLI-F	2. WKJY-F	2. WBAB-F	2. WDRE-F	2. WBAB-F
3. WDRE-F	3. WBLI-F	3. WBLI-F	3. WBLI-F	3. WBLI-F	3. WCTO-F	3. WBAB-F	3. WBAB-F	3. WKJY-F	3. WALK-F	3. WBLI-F
4.	4. WKJY-F	4. WKJY-F	4. WBAB-F	4. WBAB-F	4. WGSM	4. WKJY-F<	4. WBLI-F	4. WBLI-F	4. WYNY-F<	WKJY-F
5.	5. WDRE-F	5. WYNY-F	5. WYNY-F	5. WYNY-F	5. WKJY-F	5. WHLI	5. WCTO-F	5. WCTO-F	5. WBLI-F<	WYNY-F
							6. WHLI	6. WHLI	6. WCTO-F	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WBAB-F>>	1. WBAB-F>	1. WALK-F	1. WALK-F	1. WALK-F	1. WBAB-F>>	1. WBAB-F>	1. WBAB-F>	1. WBAB-F	1. WALK-F
2. WDRE-F	2. WBLI-F	2. WBLI-F	2. WKJY-F<	2. WKJY-F	2. WALK-F	2. WALK-F>	2. WALK-F>	2. WALK-F>	2. WBAB-F
3. WBLI-F>	3. WALK-F	WKJY-F	3. WBLI-F	3. WBLI-F	3. WBLI-F	3. WBLI-F	3. WBLI-F	3. WBLI-F	3. WBLI-F
4. WKJY-F	WKJY-F	4. WBAB-F	4. WBAB-F	4. WYNY-F	4. WKJY-F	4. WKJY-F	4. WKJY-F	4. WKJY-F	4. WKJY-F
5. WCTO-F	5. WDRE-F WYNY-F	WYNY-F	5.	5. WBAB-F	5. WDRE-F	5.	5.	5. WYNY-F	5. WYNY-F

FORMATS	AM	FM	TOTAL	%	FAL 87 %
TOP 40/CHR/CONTEMP					
AOR/CLASSIC					
AC/OLDIES/SOFT ROCK					
MOR/VARIETY/FULL					
COUNTRY					
BLACK/URBAN					
BTFL MUSIC/EZ					
NEWS/TALK					
NOSTALGIA					
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
OTHERS/UNKNOWN					

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WEZN-F	99.9	Bridgeport	1.6/5.8
WJAZ-F	96.7	Stamford	.5/2.3
WPLR-F	99.1	New Haven	.6/2.8

See New York for more about the following:

WABC	2.7/ 7.7	WMCA	.7/2.6	WQCD-F	1.0/ 3.7
WBLS-F	1.4/ 4.5	WNCN-F	1.1/4.4	WQHT-F	3.3/ 8.7
WCBS	3.8/14.7	WNEW	1.2/4.0	WQXR	.1/ .9
WCBS-F	5.0/14.6	WNEW-F	2.6/8.9	WQXR-F	1.5/ 5.1
WEVD-F	.3/ 1.0	WNSR-F	3.1/8.8	WRKS-F	1.4/ 4.2
WFAN	2.9/11.8	WOR	4.1/9.8	WSKQ	.5/ .6
WHTZ-F	5.3/18.0	WPAT A/F	3.2/7.2	WWPR-F	3.1/14.0
WINS	3.2/15.3			WXRK-F	3.1/10.8
WLTW	2.6/ 7.2				

RADIO STATIONS

WGSM, 740, 25 KW (DAYS,DA)	, MOR		,$ 55.00	(Roslin)	Greater Media
WHLI, 1100, 10 KW (DAYS,DA)	, NOSTALGIA		,$ 67.00	(Katz)	Barnstable
WLIM, 1580,	, NOSTALGIA		,$ 29.00	(K & P)	
WALK-F, 97.5, 45 KW @ 530	, AC		,$135.00	(Durpetti)	American
WBAB-F, 102.3, 3 KW @ 268	, AOR		,$130.00	(MMR)	Noble
WBLI-F, 106.1, 10 KW @ 500	, CHR		,$109.00	(Katz)	Beck-Ross
WCTO-F, 94.3, 3 KW @ 300	, BTFL/EZ		,$ 70.00	(Roslin)	Greater Media
WKJY-F, 98.3, 3 KW @ 330	, SOFT AC	Trans	,$ 59.00	(Katz)	Barnstable
WRCN-F, 103.9, 1.5 KW @ 466	, AOR		,$ 50.00	(---)	
WDRE-F, 92.7, 3 KW @ 300	, AOR		,$ 60.00	(Katz)	
WLNG-F, 92.1, 3 KW @ 305	, AC		,$ 12.00	(K & P)	

NEW HAVEN

Arbitron Rank/Pop (12+): 90/384,700

MSA Rank/Pop: 94/520,100
ADI #23 (W/Hartford)
Average Person Ratings: 17.3
Market TSL: 22.5 Hours

Stations: 26/7
Diaries: 766/502:1/47.2%
Sample Target: 780
% Below Line: 47.1%
% Not Listed: 13.5%

1988 Revenue: $15,200,000
HH/ Inc: $38,900
Retail $: 4.0 Bil
Pop per Station: 54,957
#1 Biller: WKCI-F$7,600,000

12+ METRO		1/4/SHARE	SPG 88	FAL 87	SPG 87	FAL 86	4BOOK AVG	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. WKCI-F	(CHR)	78/11.7	12.9	11.1	11.8	13.2	---	197/2790	1060/27.6	30.2	28.0	91	13.6			WKCI-F
2. WELI	(MOR)	67/10.1	9.9	10.7	10.6	8.3	---	78/1084	863/22.4	21.6	21.7	84	7.6			WELI
3. WPLR-F	(AOR)	47/ 7.1	8.2	10.3	8.4	6.4	---	128/1779	754/19.6	19.7	18.8	90	13.6			WPLR-F
4. WEZN-F	(EZ)	44/ 6.6	6.7	5.1	7.3	5.3	---	173/2064	613/15.9	13.5	11.5	92	4.7			WEZN-F
5. WDRC-F	(O)	38/ 5.7	3.7	5.4	6.3	4.7	---	115/1523	535/13.9	10.5	12.7	144	4.2			WDRC-F
6. WAVZ	(BB)	32/ 4.8	4.4	4.9	5.6	6.3	---	37/ 453	375/ 9.7	8.0	8.6	44	2.4			WAVZ
7. WNHC	(B)	31/ 4.7	4.2	4.4	3.0	3.9	---	33/ 366	303/ 7.9	9.6	9.2	162	3.8			WNHC
8. WWYZ-F	(C)	29/ 4.4	.5	1.7	2.9	2.7	---	66/ 786	355/ 9.2	3.3	4.7	111	5.4			WWYZ-F
9. WKSS-F	(CHR)	26/ 3.9	4.4	6.9	5.4	5.0	---	76/1287	498/12.9	10.8	15.3	103	6.6			WKSS-F
10. WRCH-F	(EZ)	23/ 3.5	4.9	2.9	5.3	3.7	---	55/ 642	234/ 6.1	8.1	7.0	69	2.7			WRCH-F
11.																
12.																
13.																
14.																
15.																

12+ FM SHARE (METRO): 63.89% (368 of 576) (FAL 87: 62.60%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WKCI-F>>	1. WKCI-F	1. WKCI-F>	1. WKCI-F	1. WKCI-F	1. WELI>>	1. WELI>	1. WKCI-F	1. WKCI-F>	1. WKCI-F>	1. WELI>>
2. WPLR-F>>	WPLR-F>	2. WPLR-F	2. WDRC-F	2. WELI	2. WEZN-F	2. WKCI-F>	2. WEZN-F	2. WPLR-F	2. WPLR-F	2. WNHC
3.	3. WDRC-F	3. WDRC-F	3. WNHC	3. WDRC-F	3. WAVZ	3. WPLR-F	3. WELI	3. WELI	3. WELI	WCBS
4.	4. WKSS-F	4. WNHC	4. WPLR-F	4. WNHC	4. WKCI-F	4. WNHC	4. WPLR-F	4. WEZN-F	4. WNHC	4. WKCI-F
5.	5. WHCN-F	5. WKSS-F	5. WELI	5. WPLR-F	5. WRCH-F	5. WEZN-F	5. WAVZ	5. WDRC-F	5. WWYZ-F	5.
6.	6.	6.	6.	6.	WWYZ-F	6.	6.	6.	WEZN-F	6.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WKCI-F>	1. WKCI-F	1. WDRC-F>	1. WKCI-F>	1. WKCI-F>	1. WPLR-F>>	1. WPLR-F>>	1. WPLR-F>>	1. WPLR-F>	1. WPLR-F
2. WKSS-F>	2. WDRC-F	2. WKCI-F	2. WDRC-F	2. WNHC	2. WKCI-F>	2. WKCI-F	2. WKCI-F	2. WKCI-F	2. WELI
3. WHCN-F	3. WKSS-F	3. WNHC	3. WKSS-F	WDRC-F	3. WHCN-F>>	3. WHCN-F>	WDRC-F	3. WELI	3. WDRC-F
4. WPLR-F	4. WPLR-F	4. WKSS-F	4. WPLR-F	4. WELI	4. WKSS-F	4.	4. WELI	WDRC-F	WWYZ-F
WDRC-F	5. WNHC	5. WPLR-F	5. WEZN-F	5. WEZN-F	WWYZ-F	5.	WNHC	5. WNHC	5.
6. WEZN-F	WNCH-F	6. WEBE-F	6.	6.	6.	6.	WNCH-F	6.	6.
		WRKS-F							

FORMATS	AM	FM	TOTAL	%	FAL 87 %
TOP 40/CHR/CONTEMP		108 (3)	108 (3)	18.8	21.9
AOR/CLASSIC		65 (2)	65 (2)	11.3	15.3
AC/OLDIES/SOFT ROCK	4 (1)	78 (3)	82 (4)	14.2	16.0
MOR/VARIETY/FULL	88 (3)		88 (3)	15.3	18.2
COUNTRY		29 (1)	29 (1)	5.0	
BLACK/URBAN	31 (1)	18 (2)	49 (3)	8.5	6.6
BTFL/EZ		67 (2)	67 (2)	11.6	9.1
NEWS/TALK	40 (4)		40 (4)	6.9	5.8
NOSTALGIA	35 (2)		35 (2)	6.1	6.1
RELIGION/GOSPEL	10 (1)		10 (1)	1.7	
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					1.1
OTHERS/UNKNOWN		3 (1)	3 (1)	0.5	
			576 (26)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING			
WXCT	1220	Hampden	.6/2.4
WYBC-F	94.3	New Haven	.5/4.7
WFIF	1500	Milford	1.5/1.6
WHCN-F	105.9	Hartford	2.7/9.7
WIOF-F	104.1	Waterbury	3.2/8.1
WRCQ	910	New Britian	.5/1.6
WTIC	1080	Hartford	2.6/5.1
WTIC-F	96.5	Hartford	.6/5.8
WABC	770	New York	.6/1.9
WBLS-F	107.5	New York	1.1/3.2
WCBS	880	New York	2.3/9.9
WEBE-F	107.9	Westport	2.9/9.0
WPAN	660	New York	2.3/6.7
WICC	600	Bridgeport	.6/2.5
WOR	710	New York	.9/3.2
WRKS-F	98.7	New York	1.7/3.4

RADIO STATIONS

WAVZ, 1300, 1 KW (DA-N), NOSTALGIA, $ 38.00 (Mc-Guild) Noble Gary Starr
WELI, 960, 5 KW (DA-N), MOR, $ 80.00 (Banner) Clear Channel Stan Shields
WNHC, 1340, 1 KW, BLACK SBN, $ 25.00 (Savalli)

WKCI-F, 101.3, 10 KW @ 1070, CHR, $140.00 (Mc-Guild) Noble Gary Starr
WPLR-F, 99.1, 14 KW @ 950, AOR, $ 81.00 (Durpetti) Southern Starr Manuel Rodriquez
WYBC-F, 94.3, 1 KW @ 122, JAZZ/VARIOUS, $ 20.00 (---) Beth Schowalter

Other ranked stations - See Bridgeport, Hartford or New York

NOTES: WNNR sold for $300,000. WNNR changes calls to WXCT.

NEW ORLEANS

Arbitron Rank/Pop (12+): 32/1,085,200

MSA Rank/Pop: 36/1,319,700
ADI #35
Average Person Ratings: 17.6
Market TSL: 23.5 Hours

Stations: 24/21
Diaries: 1563/694:1/45.6%
Sample Target: 1500
% Below Line: 1.8%
% Not Listed: 8.7%

1988 Revenue: $26,900,000
HH Inc.: $29,286
Retail $: 9.6 Bil
Pop per Station: 51,676
#1 Biller: WQUE A/F $4,700,000

12+ METRO		1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4 BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. WQUE A/F	(U/CHR)	277/14.5	13.1	15.6	15.0	15.6	13.8	296/3641	3029/27.9	28.4	30.1	92	16.3	339	3591	WQUE A/F
2. WEZB-F	(CHR)	206/10.8	11.5	11.2	8.8	10.0	10.6	224/3672	3169/29.2	26.3	26.5	75	11.6	242	3154	WEZB-F
3. WWL	(N/T)	165/ 8.6	7.0	6.3	6.1	5.1	7.0	205/3184	2352/21.7	15.5	17.8	84	6.5	135	1821	WWL
4. WYLD-F	(B)	162/ 8.5	9.4	7.9	10.8	9.0	9.2	183/2207	1885/17.4	16.8	17.0	104	11.8	246	1940	WYLD-F
5. WLMG-F	(AC)	123/ 6.4	6.3	6.4	4.9	2.8	6.0	138/2056	1832/16.9	14.5	10.2	138	5.4	112	1054	WLMG-F
6. WLTS-F	(AC)	106/ 5.6	5.9	6.2	5.9	7.3	5.9	125/2046	1697/15.6	16.3	17.6	146	4.1	85	1112	WLTS-F
7. WBYU	(BB)	86/ 4.5	1.6	1.9	1.6	1.9	2.4	87/ 803	778/ 7.2	5.4	4.6	51	---	---	---	WBYU
8. WNOE-F	(C)	83/ 4.3	4.3	3.8	5.0	4.7	4.4	116/1866	1235/11.4	11.4	11.7	121	6.7	140	1291	WNOE-F
9. WCKW-F	(AOR)	76/ 4.0	4.7	4.6	4.0	3.1	4.3	121/1757	1179/10.9	9.8	8.3	120	4.6	96	1182	WCKW-F
10. WRNO-F	(AOR)	73/ 3.8	4.1	4.3	5.5	5.6	4.4	88/1927	1571/14.5	13.6	15.4	105	6.2	129	1497	WRNO-F
11. WBOK	(B/G)	62/ 3.2	3.9	4.2	4.2	4.4	3.9	62/ 754	724/ 6.7	5.4	7.5	113	1.8	38	789	WBOK
12. WYLD	(B)	53/ 2.8	3.0	3.1	1.0	.8	2.5	59/ 915	805/ 7.4	6.4	2.5	29	3.3	69	798	WYLD
13. WQXY-F	(C)	48/ 2.5	8.6	6.2	7.9	9.9	6.3	57/1149	816/ 7.5	12.7	15.9	96	2.7	56	593	WQXY-F
14. KHAA-F	(B)	41/ 2.1	1.6	1.0	1.3	.5	1.5	50/ 598	356/ 3.3	2.7	1.5	167	2.1	44	414	KHAA-F
15. WSMB	(T)	36/ 1.9	2.4	4.3	3.7	3.1	3.1	46/ 597	529/ 4.9	5.7	5.3	32	1.2	24	397	WSMB
WYAT	(O)	36/ 1.9	1.9	1.3	.9	1.9	1.7	36/ 490	479/ 4.4	3.5	4.8	158	1.7	35	424	WYAT
17.																
18.																
19.																
20.																
21.																
22.																
23.																
24.																
25.																

12+ FM SHARE (METRO): 71.64% (1248 OF 1742) (FAL 87: 76.32%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WEZB-F<	1. WQUE-F+>	1. WQUE-F+>	1. WQUE-F+>	1. WQUE-F+>	1. WWL >	1. WEZB-F	1. WQUE-F+>	1. WQUE-F+>	1. WQUE-F+<	1. WYLD-F<
2. WQUE-F+>>	2. WEZB=F	2. WEZB-F	2. WLMG-F	2. WLMG-F	2. WBYU	2. WQUE-F+	2. WLMG-F	2. WEZB-F	2. WYLD-F>	2. WSMB
3. WYLD >	3. WYLD-F>	3. WYLD-F	3. WYLD-F	WYLD-F	3. WQUE-F+	3. WWL >	3. WWL	3. WYLD-F	3. WEZB-F>	3. WQUE-F
4. WYLD-F	4. WCKW-F	4. WLMG-F	4. WEZB-F	4. WLTS-F<	4. WNOE-F	4. WYLD-F	4. WEZB-F<	4. WWL	4.	4. WWL
5.	5. WLMG-F	5. WLTS-F	5. WLTS-F	5. WEZB-F	5. WLMG-F	5. WLMG-F	5. WLTS-F	5. WLMG-F	5.	5. WBOK
6.	6. WRNO-F	6.	6. WWL	6. WWL	6. WYLD-F	6. WLTS-F	6. WYLD-F	6. WLTS-F	6.	6. WEZB-F
7.	7. WLTS-F	7.	7.	7.	7. WLTS-F	7.	7.	7.	7.	7.
8.	8.	8.	8.	8.	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WEZB-F	1. WQUE-F+	1. WQUE-F+>	1. WQUE-F+	1. WQUE-F+>
2. WQUE-F+>	2. WEZB-F>	2. WEZB-F	2. WEZB-F	2. WLTS-F
3. WYLD-F>>	3. WYLD-F	3. WLTS-F	3. WYLD-F	3. WLMG-F<
4. WLMG-F	4. WLTS-F	4. WLMG-F	4. WLTS-F	4. WYLD-F<
5. WLTS-F	5. WLMG-F	WYLD-F	5. WLMG-F	5. WEZB-F
WRNO-F	6.	6.	6.	6.
7.	7.	7.	7.	7.
8.	8.	8.	8.	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WQUE-F+>	1. WQUE-F+>	1. WQUE-F+	1. WQUE-F+>	1. WQUE-F+
2. WEZB-F	2. WCKW-F	2. WCKW-F	2. WYLD-F	2. WWL
3. WCKW-F	WEZB-F	3. WEZB-F	3. WCKW-F<	3. WYLD-F<
WYLD-F>	4. WYLD-F	4. WYLD-F	4. WEZB-F	4. WLMG-F
5. WRNO-F	5. WRNO-F	5. WLMG-F	5. WWL	5. WCKW-F<
6. WYLD	6. WLMG-F	6. WRNO-F	6. WLMG-F	6. WEZB-F
7.	7.	7. WWL	7.	7.
8.	8.	8.	8.	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

FORMATS	AM	FM	TOTAL	%	FAL 87 %
TOP 40/CHR/CONTEMP		219 (3)	219 (3)	12.6	11.5
AOR/CLASSIC		149 (2)	149 (2)	8.6	9.5
AC/OLDIES/SOFT ROCK	36 (1)	256 (3)	292 (4)	16.8	13.3
MOR/VARIETY/FULL					
COUNTRY	23 (1)	152 (3)	175 (4)	10.0	7.8
BLACK/URBAN	123 (3)	472 (3)	595 (6)	34.2	34.8
BTFL MUSIC/EZ					10.8
NEWS/TALK	217 (3)		217 (3)	12.4	9.1
NOSTALGIA	86 (1)		86 (1)	4.9	2.1
RELIGION/GOSPEL	9 (1)		9 (1)	0.5	0.4
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
OTHERS/UNKNOWN					0.6
	494 (10)	1248 (14)	1742 (24)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KHOM-F	104.1	Houma	1.4/4.2
WNOE	1060	New Orleans	1.2/3.8
WTIX	690	New Orleans	.8/4.5
WVOG	600	New Orleans	.5/ .9
WFMF-F	102.5	Baton Rouge	.4/1.4
WGGZ-F	98.1	Baton Rouge	.3/1.5
WKJN-F	103.1	Hammond	1.1/2.9

RADIO STATIONS

AM STATIONS

WBOK, 1230, 1 KW	, BLACK/GOSPEL	SBN,$ 25.00	(Republic)	Willis
WNOE, 1060, 50 KW/5 KW (DA-2)	, COUNTRY	ABC-E,$ 23.00	(Mc-Guild)	
WSHO, 800, 1 KW (DAYS,DA)	, RELIGION	,$ 19.00	(---)	
WSMB, 1350, 5 KW (DA-N)	, TALK	MBS,ABC-I,$ 27.00	(Smith)	
WTIX, 690, 10 KW/5 KW (DA-2)	, TALK	MBS,NBC,$ 30.00	(Mc-Guild)	
WBYU, 1450, 1 KW	, NOSTALGIA	SMN,$ 28.00	(Roslin)	
WWL , 870, 50 KW (DA-1)	, NEWS/TALK	CBS,$ 60.00	(Katz)	Loyola University
WYAT, 990, 250 W	, OLDIES	CBS-R,$ 20.00	(Durpetti)	
WYLD, 940, 10 KW/500 W (DA-2)	, BLACK	,$ 23.00	(Banner)	Interurban

FM STATIONS

WQXY, 95.7, 100 KW @ 580	, COUNTRY	,$ 55.00	(Christal)	Stoner
WCKW, 92.3, 100 KW @ ??	, CLASSIC AOR	ABC-D,$ 35.00	(Republic)	
WEZB, 97.1, 100 KW @ 511	, CHR	US 1,$ 97.00	(MMR)	EZ
WLMG, 101.9, 100 KW @ 825	, AC	,$ 50.00	(Katz)	Loyola University
WLTS, 105.3, 100 KW @ 925	, AC	CBS-R,$ 60.00	(Durpetti)	
WNOE, 101.1, 100 KW @ 440	, COUNTRY	ABC-E,$ 50.00	(Mc-Guild)	
WQUE, 93.3, 100 KW @ 512	, CHR/URBAN	,$ 79.00	(HNWH)	Clear Channel
WRNO, 99.5, 100 KW @ 1049	, AOR	ABC-F,ABC-R,$ 53.00	(MMR)	
WYLD, 98.5, 100 KW @ 480	, BLACK	,$ 54.00	(Banner)	Interurban

CALL LETTER CHANGES

WBYU: Changes to WQXY
WWIW: Changes to WBYU (Nov.)

FORMAT CHANGES

WBYU: From EZ to Country

STATION SALES

FORMAT CODES

CHR - Contemporary Hit Radio, Top 40, Contemporary
AC - Adult Contemporary
O - Oldies (1955 to near 1988)
B - Black (audience predominantly Black - over 75%)
U - Urban (majority of audience is non-white although a large segment is white)
EZ - EZ Listening, Beautiful Music
AOR - Album Oriented Rock, also includes Classic Rock
CL - Classical
C - Country

T - Talk
N - News
SP - Hispanic/Spanish
BB - Big Band, Nostalgia
M - Middle of Road (MOR), Full Service, Variety
J/NA - Jazz and New Age
R - Religion, Christian, Christian Music
G - Gospel
E - Ethnic
? - Others or Unknown

NEW YORK

Arbitron Rank/Pop (12+): 1/14,053,600

MSA Rank/Pop: 1/15,300,000
ADI #1
Average Person Ratings: 19.4
Market TSL: 25.2 Hours

Stations: 47/46
Diaries: 5603/2509:1/44.5%
Sample Target: 4000
% Below Line: 0.4%
% Not Listed: 9.5%

1988 Revenue: $294,200,000
HH/ Inc: $37,400
Retail $: 110.0 Bil
Pop per Station: 305,576
#1 Biller: WINS $22,500,000

12+ METRO		1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. WHTZ-F	(CHR)	1525/5.6	6.2	6.0	6.2	6.0	6.0	1553/25282	24623/17.5	17.6	17.4	89	6.6	1637	23298	WHTZ-F
2. WPAT A/F	(EZ)	1330/4.9	5.7	5.5	6.1	6.0	5.6	1403/19103	18122/12.9	12.5	13.8	63	3.7	758	8795	WPAT A/F
3. WOR	(T)	1291/4.7	4.3	4.6	3.9	4.5	4.4	1425/17245	15429/11.0	11.0	11.2	43	3.2	985	10410	WOR
4. WLTW-F	(AC)	1274/4.7	3.8	4.5	4.6	4.7	4.4	1313/16176	15740/11.2	11.9	12.3	128	3.2	801	9495	WLTW-F
5. WINS	(N)	1192/4.4	4.3	4.0	4.9	5.0	4.4	1209/28391	27900/19.8	17.9	19.5	86	3.7	909	16712	WINS
6. WCBS-F	(O)	1183/4.3	4.1	4.2	4.3	3.6	4.2	1285/18405	17486/12.4	11.8	11.3	153	3.3	829	11332	WCBS-F
7. WRKS-F	(B/U)	1137/4.2	4.2	4.6	4.0	4.6	4.3	1170/15265	14764/10.5	9.3	9.4	83	5.7	1423	16692	WRKS-F
8. WQHT-F	(CHR/U)	1090/4.0	4.5	4.1	4.6	3.7	4.3	1117/15198	14565/10.4	11.0	10.3	55	5.5	1376	15212	WQHT-F
9. WWPR-F	(CHR)	979/3.6	4.7	4.2	4.1	4.7	4.2	1042/20701	19119/13.6	15.2	16.4	108	4.7	1160	23887	WWPR-F
10. WCBS	(N)	979/3.6	3.5	3.1	3.4	3.2	3.4	1135/22697	19346/13.8	12.4	12.4	86	2.8	691	11545	WCBS
11. WBLS-F	(B/U)	976/3.6	4.0	4.0	4.6	4.1	4.1	985/14829	14615/10.4	9.8	9.8	108	4.9	1222	15007	WBLS-F
12. WXRK-F	(AOR)	931/3.4	3.7	3.5	3.5	2.8	3.5	1060/16602	14880/10.6	11.0	10.4	135	3.7	917	11922	WXRK-F
13. WABC	(T)	893/3.3	3.5	3.5	2.6	2.4	3.2	1025/15342	13448/ 9.6	10.9	9.4	70	3.5	856	13022	WABC
14. WNEW-F	(AOR)	876/3.2	4.4	3.6	3.5	3.3	3.7	926/14538	13601/ 9.7	10.4	9.5	131	4.0	981	11466	WNEW-F
15. WNSR-F	(AC)	846/3.1	2.7	2.9	2.8	2.9	2.9	862/14392	13890/ 9.9	10.1	9.6	152	2.0	504	7989	WNSR-F
16. WYNY-F	(C)	800/2.9	2.2	2.5	3.0	2.7	2.7	850/12064	11063/ 7.9	7.4	7.1	110	2.3	559	7578	WYNY-F
17. WFAN	(T)	622/2.3	2.5	2.0	1.0	1.2	2.0	697/14217	11861/ 8.4	7.7	5.0	122	2.3	575	10027	WFAN
18. WSKQ	(SP)	534/2.0	1.4	1.9	1.3	1.2	1.7	534/ 4948	4948/ 3.5	3.0	2.1	130	.7	163	4075	WSKQ
19. WNEW	(BB)	516/1.9	1.2	1.6	1.6	2.0	1.6	550/ 8802	8340/ 5.9	3.8	5.7	53	1.5	366	4398	WNEW
20. WADO	(SP)	513/1.9	1.5	2.0	1.4	2.4	1.7	513/ 5056	5046/ 3.6	3.1	3.5	95	.9	211	3010	WADO
21. WQCD-F	(J)	491/1.8	1.0	1.2	1.3	1.4	1.3	502/ 7335	6989/ 5.0	5.0	5.4	158	2.0	487	8125	WQCD-F
22. WQXR-F	(CL)	434/1.6	1.3	1.4	1.4	1.2	1.4	452/ 6800	6426/ 4.6	4.7	4.5	69	1.3	317	4522	WQXR-F
23. WKDM	(SP)	406/1.5	1.8	1.0	1.2	1.2	1.4	406/ 3680	3680/ 2.6	1.5	2.2	140	.5	121	2161	WKDM
24. WNCN-F	(CL)	364/1.3	1.4	1.3	1.6	1.3	1.4	376/ 7776	7362/ 5.2	4.4	4.9	131	1.2	296	4929	WNCC-F
25. WLIB	(B/U)	357/1.3	1.2	1.9	.7	1.1	1.3	358/ 3770	3745/ 2.7	3.3	2.8	131	1.0	245	3689	WLIB

12+ FM SHARE (METRO): 63.32% (15647 OF 24708) (FAL 87: 63.94%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WHTZ-F	1. WHTZ-F	1. WHTZ-F	1. WCBS-F	1. WCBS-F	1. WPAT A/F<	1. WINS	1. WLTW-F	1. WHTZ-F	1. WRKS-F	1. WBLS-F
2. WRKS-F<	2. WQHT-F	2. WCBS-F	2. WLTW-F	2. WLTW-F	2. WOR	2. WHTZ-F	2. WPAT A/F	2. WABC	2. WBLS-F	2. WINS
3. WQHT-F>	3. WNEW-F	3. WLTW-F	3. WHTZ-F	3. WHTZ-F	3. WINS	3. WCBS	3. WHTZ-F	3. WLTW-F	3. WQHT-F	3. WCBS
4. WWPR-F<	4. WXRK-F	4. WXRK-F	4. WXRK-F	4. WNSR-F<	4. WCBS	4. WOR	WCBS-F	4. WPAT A/F	4. WHTZ-F	4. WOR
5. WBLS-F>	5. WRKS-F	5. WNEW-F<	5. WNSR-F	5. WXRK-F	5. WABC<	5. WXRK-F	5. WNSR-F	5. WRKS-F	5. WOR	5. WRKS-F
6.	6. WBLS-F	6. WBLS-F<	6. WNEW-F	6. WNEW-F	6. WLTW-F<	6. WRKS-F	WOR	6. WQHT-F	6. WCBS-F	6. WABC
7.	7. WWPR-F	7. WQHT-F	7. WBLS-F<	7. WBLS-F	7. WCBS-F	7. WPAT A/F	7. WABC	7. WCBS-F	7. WLTW-F	7. WQHT-F
8.	8. WLTW-F	WWPR-F<	8. WWPR-F	WWPR-F	8. WYNY-F	8. WWPR-F	WXRK-F	WXRK-F	8. WPAT A/F	8. WXRK-F
9.	9. WNSR-F	9. WRKS-F	9. WRKS-F	9. WINS	9. WNEW	9. WCBS-F	9. WNEW-F	9. WOR	9. WWPR-F	9. WHTZ-F
10.	10. WCBS-F	10. WNSR-F	WINS	10. WRKS-F	10. WHTZ-F	10. WLTW-F	WWPR-F	WWPR-F	10. WNEW-F	10. WCBS-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WQHT-F<	1. WHTZ-F	1. WLTW-F	1. WLTW-F	1. WLTW-F	1. WQHT-F	1. WXRK-F	1. WXRK-F	1. WXRK-F	1. WXRK-F
2. WHTZ-F	2. WLTW-F	2. WNSR-F	2. WHTZ-F	2. WCBS-F	2. WHTZ-F	2. WNEW-F>	2. WNEW-F	2. WNEW-F	2. WCBS-F
3. WRKS-F	3. WRKS-F	3. WWPR-F	3. WBCS-F	3. WNSR-F	3. WWPR-F	3. WQHT-F	3. WQCD-F	3. WCBS-F	3. WNEW-F
4. WLBS-F	4. WQHT-F	4. WRKS-F	4. WRKS-F<	4. WHTZ-F	WRKS-F	4. WHTZ-F	4. WCBS-F	4. WHTZ-F	4. WFAN
5. WLTW-F	5. WWPR-F<	5. WBLS-F	5. WNSR-F	5. WWPR-F	5. WNEW-F	5. WBLS-F	5. WHTZ-F	5. WQHT-F	5. WHTZ-F
6. WWPR-F	6. WBLS-F	6. WHTZ-F	WWPR-F	6. WBLS-F	6. WXRK-F	6. WRKS-F	6. WFAN	6. WFAN<	6. WLTW-F
7. WNSR-F	7. WNSR-F	7. WCBS-F	7. WBLS-F	WRKS-F	7. WBLS-F	7. WWPR-F	7. WBLS-F	7. WBLS-F	7. WINS
8. WNEW-F	8. WNEW-F	8. WNEW-F	8. WQHT-F	8. WINS	8.	8. WCBS-F	8. WQHT-F	8. WWPR-F	8. WQCD-F
9. WCBS-F	WCBS-F	9. WQCD-F<	9. WNEW-F<	9. WPAT A/F	9.	9. WQCD-F	9. WLTW-F	9. WLTW-F	9. WYNY-F
10. WNSR-F	10. WXRK-F	10. WQHT-F	10. WXRK-F	WSKQ	10.	10. WFAN	10. WRKS-F	10. WRKS-F	WNSR-F
									WBLS-F
									WCBS

FORMATS	AM	FM	TOTAL	%	FAL 87 %
TOP 40/CHR/CONTEMP		3765 (4)	3765 (4)	15.2	12.6
AOR/CLASSIC		2199 (4)	2199 (4)	8.9	8.7
AC/OLDIES/SOFT ROCK		3732 (5)	3732 (5)	15.1	16.4
MOR/VARIETY/FULL	200 (2)		200 (2)	0.8	0.8
COUNTRY		800 (1)	800 (1)	3.2	3.0
BLACK/URBAN	459 (2)	2113 (2)	2572 (4)	10.4	15.5
BTFL/EZ	352 (1)	1331 (4)	1683 (5)	6.8	8.3
NEWS/TALK	5197 (6)		5197 (6)	21.0	18.9
NOSTALGIA	768 (2)		768 (2)	3.1	3.3
RELIGION/GOSPEL	355 (2)	161 (2)	516 (3)	2.1	2.5
SPANISH	1692 (4)		1692 (4)	6.8	5.9
CLASSICAL	38 (1)	798 (2)	836 (3)	3.4	3.0
JAZZ/NEW AGE		567 (2)	567 (2)	2.3	---
OTHERS/UNKNOWN		181 (2)	181 (2)	0.7	0.5
	9061 (20)	15647 (27)	24708 (47)		

NOTE: Swing in percentages for CHR and BLACK/URBAN is largely due to classifying WQHT as more CHR than BLACK.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WALK-F	97.5	Patchogue	1.0/2.3
WBAB-F	102.3	Babylon	.8/2.6
WBLI-F	106.1	Patchogue	.6/2.2
WCTC	1450	New Brunswick, NJ	.3/ .9
WCTO-F	94.3	Smithtown	.5/1.1
WDRE-F	92.7	Garden City	.6/1.9
WEVD-F	97.9	New York	.4/1.5
WFAS-F	103.9	White Plaines	.3/1.0
WFME-F	94.7	Newark	.6/1.9
WGSM	740	Huntington	.4/ .7
WHLI	1100	Hempstead	.9/1.1
WHUD-F	100.7	Peekskill	.4/1.5
WJAZ-F	96.7	Stamford, CT	.3/1.4
WJIT	1480	New York	.9/1.8
WNJR	1430	Newark	.4/1.2
WQXR	1560	New York	.1/ .8
WWDJ	970	Hackensack	.3/1.0
WWRL	1600	New York	1.0/1.8
WKJY-F	98.3	Hempstead	.6/1.6
WMCA	570	New York	.8/2.9
WEZN-F	99.9	Bridgeport	.4/1.5

RADIO STATIONS

AM STATIONS

WABC,	770,	50 KW	, TALK	ABC-1,	$235.00	(Banner)	Cap Cities/ABC
WADO,	1280,	5 KW (DA-1)	, HISPANIC	,	$140.00	(---)	—
WCBS,	880,	50 KW	, NEWS	CBS,	$370.00	(CBS)	CBS
WINS,	1010,	50 KW (DA-1)	, NEWS	,	$410.00	(Group W)	Westinghouse
WJIT,	1480,	5 KW (DA-2)	, HISPANIC	,	$ 90.00	(Caballero)	Infinity
WKDM,	1380,	5 KW (DA-1)	, HISPANIC	,	$ 95.00	(Katz Hisp)	United
WLIB,	1190,	10 KW (DAYS, DA)	, BLACK NEWS/TALK	SBN,	$ 87.00	(Mc-Guild)	Inner City
WMCA,	570,	5 KW (DA-1)	, TALK	APR,MBS,	$105.00	(Roslin)	Federal
WFAN,	660,	50 KW	, SPORTS TALK	NBC,	$200.00	(Eastman)	Emmis
WNEW,	1130,	50 KW (DA-N)	, NOSTALGIA	,	$185.00	(Katz)	Westwood One/Legacy
WOR ,	710,	50 KW (DA-1)	, TALK	US 2,ABC,E,	$315.00	(Republic)	RKO To Buckley
WPAT,	930,	5 KW (DA-2)	, BTFL/EZ	,	$ NA	(Katz)	Park
WQXR,	1560,	50 KW (DA-2)	, CLASSICAL	,	$ NA	(Mc-Guild)	NY Times
WSKQ,	620,	5 KW (DA-2)	, HISPANIC	,	$120.00	(SBS)	
WWDJ,	970,	5 KW (DA-2)	, RELIGION	NBN,	$ 45.00	(---)	
WWRL,	1600,	5 KW (DA-2)	, GOSPEL	,	$ 80.00	(Roslin)	Unity

FM STATIONS

WBLS,	107.5,	5.4 KW @ 1241,	BLACK	ABC-F,	$320.00	(Mc-Guild)	Inner City	
WCBS,	101.1,	4.6 KW @ 1300,	OLDIES	CBS-R,	$345.00	(CBS)	CBS	
WEVD,	97.9,	7.6 KW @ 1220,	NOSTALGIA/ETHNIC	,	$ 80.00	(Groskin)		
WFME,	94.7,	38 KW @ 570,	RELIGION	,	$ NA	(---)	Family	(NEWARK)
WHTZ,	100.3,	7.8 KW @ 1220,	CHR	,	$420.00	(Christal)	Malrite	
WHUD,	100.7,	50 KW @ 500,	BTFL/EZ	,	$105.00	(Katz)		(PEEKSKILL)
WLTW,	106.7,	7.6 KW @ 1220,	SOFT AC	,	$365.00	(MMR)	Viacom	
WNCN,	104.3,	7.6 KW @ 1220,	CLASSICAL	ARP,	$165.00	(CMBS)	GAF	
WNEW,	102.7,	7.8 KW @ 1220,	AOR	SOURCE,	$305.00	(Katz)	Metropolital to Legacy	
WNSR,	105.1,	7.8 KW @ 1220,	SOFT AC	,	$245.00	(Mc-Guild)	Bonneville	
WPAT,	93.1,	5.3 KW @ 1420,	BTFL/EZ	,	$250.00	(Katz)	Park	
WQCD,	101.9,	5.3 KW @ 1420,	JAZZ	,	$180.00	(Christal)	Tribune	
WYNY,	103.5,	5.8 KW @ 1390,	COUNTRY	,	$255.00	(HNWH)	Westwood One	
WQXR,	96.3,	7.8 KW @ 1220,	CLASSICAL	,	$165.00	(Mc-Guild)	NY Times	
WRKS,	98.7,	7.8 KW @ 1250,	BLACK/URBAN	US-1,	$305.00	(Republic)	RKO To Summit	
WWPR,	95.5,	7.2 KW @ 1335,	CHR	ABC-R,	$380.00	(Banner)	Cap Cities/ABC	
WXRK,	92.3,	5.4 KW @ 1200,	CLASSIC/AOR	,	$300.00	(Torbet)	Infinity	
WQHT,	97.1,	7.2 KW @ 1300,	CHR/URBAN	,	$230.00	(HNWH)	Emmis	

CALL LETTER CHANGES

WPIX changes to WQCD

FORMAT CHANGES

WQCD: From AC to Jazz (September)

SALES

WEVD-F: Sold to Spanish Broadcasting for $42,000,000 (E)
WRKS-F: From RKO to Summit for $50,000,000
WOR: From RKO to Buckley for $24,000,000
WNJR: (Newark) sold for $4,100,000

NORFOLK

Arbitron Rank/Pop (12+): 33/1,115,200

MSA Rank/Pop: 33/1,362,100
ADI #42
Average Person Ratings: 17.8
Market TSL: 23.8 Hours

Stations: 24/24
Diaries: 1270/878:1/53.6%
Sample Target: 1230
% Below Line: 0 %
% Not Listed: 9.0%

1988 Revenue: $32,200,000
HH Inc.: $34,450
Retail $: 9.4 Bil
Pop per Station: 46,467
#1 Biller: WNOR A/F $4,800,000

12+ METRO		1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4 BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. WNOR A/F	(AOR)	180/9.0	11.1	11.0	9.3	9.2	10.1	199/2180	2006/18.0	20.7	17.4	90	14.7	316	2689	WNOR A/F
2. WCMS A/F	(C)	168/8.4	7.7	8.1	9.7	9.9	8.5	200/2220	1767/15.8	15.7	15.9	95	10.4	217	2044	WCMS A/F
3. WFOG-F	(EZ)	166/8.3	9.9	9.1	10.2	7.5	9.4	186/2124	1798/16.1	15.7	15.1	82	5.4	119	1467	WFOG-F
4. WOWI-F	(B)	160/8.0	8.5	6.3	6.6	6.2	7.4	171/2314	2030/18.2	13.0	14.0	101	13.0	285	2860	WOWI-F
5. WNVZ-F	(CHR)	138/6.9	6.7	6.8	10.0	8.9	7.6	179/2725	2243/20.1	18.6	23.8	94	8.5	185	2411	WNVZ-F
6. WLTY-F	(AC)	136/6.8	4.8	6.1	4.3	4.5	5.5	154/1988	1787/16.0	14.4	12.3	146	4.3	93	978	WLTY-F
7. WWDE-F	(AC)	119/6.0	5.4	5.0	5.1	6.6	5.4	121/1846	1742/15.6	12.3	14.8	150	4.8	106	1104	WWDE-F
8. WMYK-F	(AOR)	117/5.9	5.8	5.0	6.2	6.6	5.7	136/1884	1656/14.8	11.5	15.6	92	5.8	127	2290	WMYK-F
9. WJQI A/F	(AC)	112/5.7	3.4	4.2	3.6	4.5	4.2	118/1547	1378/12.4	9.2	9.6	118	3.1	68	970	WJQI A/F
10. WGH-F	(CHR)	99/5.0	6.0	6.6	5.9	6.5	5.9	121/2185	1799/16.1	16.7	17.2	50	7.0	154	1747	WGH-F
11. WXRI-F	(R/G)	63/3.2	1.7	2.4	1.7	2.4	2.3	72/ 948	801/ 7.2	5.9	6.7	134	1.4	31	355	WXRI-F
WTAR	(MOR)	63/3.2	4.5	3.5	3.5	3.2	3.7	69/1133	974/ 8.7	10.5	9.9	113	2.3	50	882	WTAR
13. WPCE	(R/G)	61/3.1	2.8	3.7	3.9	3.1	3.4	62/ 771	734/ 6.6	7.7	6.0	100	2.7	60	854	WPCE
14. WRAP	(B)	59/3.0	3.9	3.4	2.6	3.5	3.2	59/ 993	975/ 8.7	9.2	9.4	60	3.0	66	770	WRAP
15. WNIS	(N/T)	50/2.5	3.0	2.1	1.8	2.4	2.4	51/ 755	720/ 6.5	4.7	6.1	76	2.4	53	647	WNIS
16. WSKX-F	(C)	49/2.5	2.8	2.0	2.3	2.6	2.4	106/1103	599/ 5.4	4.8	6.2	88	1.6	36	408	WSKX-F
17.																
18.																
19.																
20.																
21.																
22.																
23.																
24.																
25.																

12+ FM SHARE (METRO): 84.53% (1530 OF 1810) (FAL 87: 83.76%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WNVZ-F	1. WNOR-F+>	1. WNOR-F+	1. WLTY-F	1. WLTY-F	1. WFOG-F>	1. WCMS-F+<	1. WNOR-F+	1. WNOR-F+	1. WOWI-F>>	1. WOWI-F>
2. WGH-F	2. WOWI-F	2. WLTY-F	2. WWDE-F	2. WWDE-F	2. WCMS-F+>	2. WNOR-F+	2. WFOG-F	2. WLTY-F<	2. WMYK-F	2. WNOR-F
3. WRAP	3. WLTY-F	3. WOWI-F	3. WNOR-F+	3. WNOR-F+	3. WJQI-F+	3. WNVZ-F	3. WLTY-F	3. WCMS-F+	3. WNVZ-F	3. WFOG-F
4. WMYK-F	4. WMYK-F	4. WWDE-F<	4. WOWI-F	WOWI-F	4. WWDE-F<	4. WWDE-F	4. WJQI-F+<	4. WFOG-F	4. WNOR-F<	4. WCMS-F<
5. WOWI-F	WNVZ-F	5. WCMS-F+	5. WCMS-F+<	5. WCMS-F+	5. WLTY-F<	5. WFOG-F	5. WCMS-F+	5. WNVZ-F	5. WGH-F	5. WMYK-F
6.	6. WGH-F	6. WNVZ-F	6. WNVZ-F	6. WFOG-F<	6. WOWI-F	6. WOWI-F	6. WWDE-F	WOWI-F	6. WFOG-F	6. WLTY-F
7.	7. WWDE-F	7. WMYK-F<	7. WJQI-F+	7. WJQI-F+	7. WTAR	7. WMYK-F	7. WNVZ-F	7. WWDE-F	7. WCMS-F+	7. WWDE-F
8.	8.	8. WJQI-F+	8.	8. WNVZ-F	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WGH-F	1. WLTY-F	1. WLTY-F>	1. WLTY-F	1. WWDE-F<
WOWI-F	2. WOWI-F	2. WNVZ-F	2. WOWI-F	2. WLTY-F
3. WNOR-F+>	3. WNVZ-F<	3. WWDE-F	3. WWDE-F	3. WCMS-F+
4. WNVZ-F	4. WNOR-F+	4. WNOR-F+	4. WNVZ-F	WFOG-F<
5. WLTY-F	5. WGH-F	5. WOWI-F	5. WJQI-F+	5. WJQI-F+
6. WMYK-F	6. WWDE-F	6. WJQI-F+	6. WCMS-F+	6. WOWI-F<
7. WJQI-F+	7. WJQI-F+	7. WMYK-F	7. WFOG-F	7. WNVZ-F
8.	WMYK-F	8.	8.	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WNOR-F+>>	1. WNOR-F+>>	1. WNOR-F+>	1. WNOR-F+>>	1. WNOR-F+
2. WCMS-F+	2. WOWI-F	2. WOWI-F	2. WLTY-F	2. WLTY-F
3. WMYK-F	3. WMYK-F>	3. WMYK-F	WOWI-F	3. WOWI-F
4. WGH-F	4. WNVZ-F<	WNVZ-F	4. WCMS-F+	4. WWDE-F
5. WOWI-F	5. WCMS-F+<	WWDE-F	5. WMYK-F	5. WCMS-F+
6.	6. WGH-F	6. WLTY-F	6. WWDE-F	6. WMYK-F
7.	7. WLTY-F	7. WXRI-F	7. WNVZ-F	7. WNVZ-F
8.	8. WWDE-F	8.	8.	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

FORMATS	AM	FM	TOTAL	%	FAL 87 %
TOP 40/CHR/CONTEMP		237 (2)	237 (2)	13.1	16.9
AOR/CLASSIC	2 (1)	306 (3)	308 (4)	17.0	11.0
AC/OLDIES/SOFT ROCK	1 (1)	366 (3)	367 (4)	20.3	17.0
MOR/VARIETY/FULL	63 (1)		63 (1)	3.4	3.5
COUNTRY	8 (1)	232 (3)	240 (4)	13.3	14.5
BLACK/URBAN	59 (1)	160 (1)	219 (2)	12.1	17.8
BTFL MUSIC/EZ		166 (1)	166 (1)	9.2	8.9
NEWS/TALK	50 (1)		50 (1)	2.8	2.6
NOSTALGIA					
RELIGION/GOSPEL	97 (4)	63 (1)	160 (5)	8.8	7.4
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
OTHERS/UNKNOWN					
	280 (10)	1530 (14)	1810 (24)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WOFM-F	92.1	Moyock	.6/2.1
WPMH	1010	Portsmouth	.3/1.0
WTJZ	1270	Newport News	.8/2.4
WZAM	1110	Norfolk	.8/1.2

RADIO STATIONS

AM STATIONS

WGH	1310	5 KW (DA-N)	CHR	ABC-F,$ NA	(Banner)	Susquehanna	
WNIS	850	5 KW/1 KW (DA-2)	NEWS/TALK	NBC,ABC-T,$ 40.00	(Roslin)	Sinclair	
WPCE	1400	1 KW	GOSPEL	SBN,$ 27.00	(Mc-Guild)	Willis	
WRAP	1350	5 KW (DA-2)	BLACK	NBN,$ 35.00	(---)		
WTAR	790	5 KW (DA-1)	OLDIES/MOR	CBS,$ 43.00	(Katz)	Landmark	

FM STATIONS

WCMS	100.5	50 KW @	500	COUNTRY	ABC-E,$ 93.00	(Katz)		
WFOG	92.9	50 KW @	480	BTFL/EZ	,$ 70.00	(MMR)	JAG	
WGH	97.3	74 KW @	415	CHR	ABC-E,$ 50.00	(Banner)	Susquehanna	
WJQI	94.9	50 KW @	536	SOFT AC	,$ 45.00	(Torbet)	Coleman	
WKEZ	94.1	50 KW @	500	COUNTRY	US 2,$ 39.00	(Roslin)	Eure	
WLTY	95.7	40 KW @	881	AC	,$ 69.00	(Katz)	Landmark	
WMYK	93.7	100 KW @	940	URBAN	,$ 47.00	(Eastman)		(ELIZABETH CITY)
WNOR	98.7	50 KW @	500	AOR	SOURCE,$104.00	(Mc-Guild)	Saga	
WNVZ	104.5	50 KW @	480	CHR	,$ 70.00	(Republic)	Capitol-Goodmon	
WOWI	102.9	50 KW @	500	BLACK	SBN,$ 54.00	(Mc-Guild)	Willis	
WSKX	106.9	100 KW @	964	COUNTRY	,$ 39.00	(CBS)	Downs	
WWDE	101.3	50 KW @	500	AC	CBS-R,$ 75.00	(Christal)	Edens	
WXRI	105.3	50 KW @	500	RELIGION	,$ 37.00	(Rosiln)	CBN	
WOFM	92.1	2 KW @	420	AOR	,$ NA	(K & P)		(MOYOCK)

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

WXRI-F: From CBN to WIN/ML for $5,000,000 (Richards)

OKLAHOMA CITY

Arbitron Rank/Pop (12+): 44/818,800

MSA Rank/Pop: 46/983,500
ADI #39
Average Person Ratings: 14.9
Market TSL: 20.0 Hours

Stations: 20/19
Diaries: 1087/753:1/52.5%
Sample Target: 1080
% Below Line: 0.4%
% Not Listed: 6.9%

1988 Revenue: $22,400,000
HH Inc.: $31,351
Retail $: 8.0 Bil
Pop per Station: 43,095
#1 Biller: KXXY A/F $4,400,000

12+ METRO		1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4 BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 86	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. KXXY A/F	(C)	169/13.9	12.6	14.3	13.9	13.4	13.7	211/2650	2160/26.4	22.8	20.8	120	12.0	164	1945	KXXY A/F
2. KJYO-F	(CHR)	150/12.3	11.3	12.7	12.7	13.4	12.3	184/2828	2245/27.4	25.0	24.8	61	13.8	190	2133	KJYO-F
3. KATT-F	(AOR)	122/10.0	8.4	10.0	8.1	7.6	9.1	166/2454	1519/18.6	20.5	17.7	93	11.2	154	1848	KATT-F
KKNG-F	(EZ)	122/10.0	7.8	4.9	9.0	7.4	7.9	158/1749	1286/15.7	13.2	14.8	75	5.8	79	864	KKNG-F
5. KTOK	(N/T)	89/ 7.3	6.4	6.5	6.2	7.6	6.6	101/1693	1442/17.6	15.0	19.4	62	6.0	82	1070	KTOK
6. WKY	(C)	62/ 5.1	3.8	3.5	3.6	4.8	4.0	100/1909	1233/15.1	9.3	11.9	59	2.9	40	862	WKY
7. KRXO-F	(AOR)	61/ 5.0	6.9	5.8	6.4	6.7	6.0	74/1101	964/11.8	12.8	16.2	154	6.3	86	1141	KRXO-F
KZBS-F	(CHR)	61/ 5.0	4.6	4.9	4.3	5.7	4.7	79/1746	1356/16.6	13.9	14.7	84	8.4	115	1266	KZBS-F
9. KOMA	(O)	57/ 4.7	2.5	4.0	4.8	3.3	4.0	86/1249	819/10.0	8.9	8.6	147	5.7	78	959	KOMA
KLTE-F	(AC)	57/ 4.7	6.0	3.2	4.5	4.0	4.6	72/1271	918/11.2	11.2	12.8	128	3.6	49	1003	KLTE-F
11. KMGL-F	(AC)	54/ 4.4	6.7	5.8	4.4	4.6	5.3	69/1151	945/11.5	12.8	11.8	161	4.4	60	887	KMGL-F
12. KEBC-F	(C)	45/ 3.7	6.2	6.2	4.9	5.5	5.3	80/1617	1016/12.4	12.1	11.1	89	4.3	59	936	KEBC-F
13. KPRW	(B)	35/ 2.9	6.3	7.2	3.2	3.3	4.9	47/ 354	280/ 3.4	5.7	3.8	114	4.0	55	733	KPRW

12+ FM SHARE (METRO): 74.78% (851 OF 1138) (FAL 87: 76.15%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KJYO-F>>	1. KATT-F>	1. KXXY-AF	1. KXXY-AF>	1. KXXY-AF>	1. KKNG-F	1. KXXY-AF>	1. KKNG-F<	1. KXXY-AF	1. KJYO-F>	1. KXXY-F
2. KZBS-F	2. KXXY-AF	2. KATT-F	2. KATT-F	2. KATT-F	2. KXXY-AF	2. KJYO-F	2. KXXY-AF>	2. KJYO-F<	2. KATT-F>	2. KATT-F
3. KATT-F	3. KJYO-F	3. KJYO-F>	3. KRXO-F	3. KRXO-F<	3. KTOK >	3. KKNG-F	3. KATT-F	3. KATT-F	3. KXXY-AF	3. KEBC-F
4.	4. KRXO-F	4. KRXO-F<	4. KJYO-F	4. KKNG-F	4. WKY	4. KTOK	4. KJYO-F	4. KKNG-F	4. KZBS-F	4. KTOK <
5.	5. KLTE-F	5. KLTE-F	5. KMGL-F	KJYO-F	5. KOMA	5.	5. KLTE-F	5. KZBS-F<	5. KTOK <	5. WKY
		6. KMGL-F	6. KOMA	6. KMGL-F<			KTOK	6. KOMA	6. KRXO-F	6. KKNG-F
				7. KOMA						KJYO-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KXXY-AF<	1. KXXY-AF	1. KXXY-AF	1. KXXY-AF>	1. KXXY-AF>>	1. KATT-F>>	1. KATT-F>>	1. KATT-F>	1. KATT-F>	1. KXXY-AF<
2. KJYO-F<	2. KJYO-F	2. KJYO-F	2. KJYO-F	2. KJYO-F	2. KJYO-F	2. KRXO-F	2. KRXO-F>>	2. KXXY-F>	2. KATT-F
3. KATT-F	3. KKNG-F	3. KLTE-F	3. KLTE-F	3. KOMA	3. KXXY-AF>	3. KXXY-AF	3. KXXY-AF	3. KRXO-F	3. KRXO-F
4. KPRW	4. KPRW	4. KPRW	4. KMGL-F	4. KKNG-F	4. KZBS-F	4. KJYO-F>	4. KJYO-F	4. KJYO-F	4. KKNG-F
5. KZBS-F	5. KATT-F	5. KZBS-F	5.	KMGL-F	5. KLTE-F	5. KLTE-F	5. KLTE-F	5. KLTE-F	5. KMGL-F
KLTE-F	6. KZBS-F			6. KLTE-F		6. KZBS-F	6. KMGL-F		6. KOMA

FORMATS	AM	FM	TOTAL	%	FAL 87 %
TOP 40/CHR/CONTEMP		211 (2)	211 (2)	18.5	14.5
AOR/CLASSIC		183 (2)	183 (2)	16.1	15.4
AC/OLDIES/SOFT ROCK	63 (2)	111 (2)	174 (4)	15.3	16.2
MOR/VARIETY/FULL	11 (2)		11 (2)	1.0	1.6
COUNTRY	69 (2)	207 (2)	276 (4)	24.3	25.5
BLACK/URBAN	35 (1)		35 (1)	3.1	3.6
BTFL MUSIC/EZ		122 (1)	122 (1)	10.7	8.0
NEWS/TALK	89 (1)		89 (1)	7.8	8.2
NOSTALGIA					3.6
RELIGION/GOSPEL	13 (1)	17 (1)	30 (2)	2.6	3.5
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
OTHERS/UNKNOWN	7 (1)		7 (1)	0.6	
	287 (10)	851 (10)	1138 (20)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KGFF	1450	Shawnee	.5/1.1
KJIL-F	104.9	Bethany	1.4/5.5
KQCV	800	Oklahoma City	1.1/2.0
KTLV	1220	Midwest City	.6/1.1
WWLS	640	Moore	.5/2.8
KRMG	740	Tulsa	.4/2.0

RADIO STATIONS

KOMA, 1520, 50 KW (DA-N)	, OLDIES	NBC,$ 37.00	(CBS)	Diamond
KPRW, 1140, 1 KW (DAYS)	, BLACK	SBN,$ 26.00	(Bannker)	Surrey
KQCV, 800, 250 W (DAYS)	, RELIGION	,$ 17.00	(---)	Bott
KTOK, 1000, 5 KW (DA-2)	, NEWS/TALK	ABC-I,$ 59.00	(HNWH)	Clear Channel
WKY , 930, 5 KW (DA-N)	, COUNTRY	ABC-E,$ 38.00	(Christal)	Gaylord
KATT-F, 100.5, 100 KW @ 1200,	AOR	SOURCE,$ 70.00	(Banner)	Surrey
KEBC-F, 94.7, 100 KW @ 550,	COUNTRY	CBS,$ 39.00	(Eastman)	Independence
KJIL-F, 104.9, 3 KW @ 300,	RELIGION	UPI,$ 20.00	(Starcom)	Swaggert
KJYO-F, 102.7, 100 KW @ 1003,	CHR	,$ 55.00	(HNWH)	Clear Channel
KKNG-F, 92.5, 98 KW @ 900,	BTFL/EZ	,$ 51.00	(Christal)	New City to Wilks Schwartz
KLTE-F, 101.9, 100 KW @ 475,	AC	,$ 43.00	(Torbet)	Entercom
KMGL-F, 104.1, 100 KW @ 1425,	SOFT AC	US 1,Trans,$ 40.00	(Banner)	Renda
KRXO-F, 107.7, 100 KW @ 1027,	CLASSIC ROCK	,$ 47.00	(CBS)	Diamond
KXXY-F, 96.1, 100 KW @ 1167,	COUNTRY	MBS,$ 90.00	(Mc-Guild)	New Market
KZBS-F, 98.9, 100 KW @ 1108,	CHR	APR,$ 56.00	(Katz)	

MISCELLANEOUS COMMENTS KOMA changes from Nostalgia to Oldies (Oct.)... KLTE-F sold by Mel Wheeler to Entercom for $4,150,000 (Richards)... KKNG-F sold by New City to Wilks-Schwartz for $3,500,000 (Blackburn)...

OMAHA

Arbitron Rank/Pop (12+): 69/505,300	Stations: 16/14	1988 Revenue: $18,200,000
	Diaries: 844/599:1/58.0%	HH Inc.: $36,712
MSA Rank/Pop: 79/618,800	Sample Target: 870	Retail $: 4.5 Bil
ADI #73	% Below Line: 1.4%	Pop per Station: 36,093
Average Person Ratings: 16.4	% Not Listed: 10.7%	#1 Biller: KFAB $4,800,000
Market TSL: 21.8 Hours		

12+ METRO		1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4 BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. KFAB	(MOR)	143/17.2	14.8	16.1	17.0	22.3	16.3	275/3878	1971/39.0	29.8	38.5	72				KFAB
2. KQKQ-F	(CHR)	109/13.1	11.6	10.4	12.1	10.4	11.8	129/2059	1537/30.4	29.2	29.8	69				KQKQ-F
3. KEZO A/F	(AOR)	104/12.4	14.7	17.7	15.4	14.7	15.1	168/1880	1209/23.9	27.3	26.4	111				KEZO A/F
4. KGOR-F	(CHR)	80/ 9.6	11.1	11.9	10.8	9.1	10.9	146/2029	1237/24.5	27.7	25.9	93				KGOR-F
5. WOW-F	(C)	76/ 9.1	5.7	7.5	6.1	7.0	7.1	90/1018	780/15.4	14.3	12.0	130				WOW-F
6. KESY-F	(EZ)	55/ 6.6	6.0	7.2	8.0	9.7	7.0	79/ 887	671/13.3	14.4	15.6	118				KESY-F
7. KOIL	(O)	47/ 5.7	6.6	4.7	4.8	3.0	5.5	51/ 838	733/14.5	12.0	8.6	194				KOIL
8. KEFM-F	(AC)	45/ 5.4	6.5	5.4	7.8	6.4	6.3	74/1172	727/14.4	13.6	18.1	161				KEFM-F
9. WOW	(C)	40/ 4.8	5.6	4.3	4.4	6.5	4.8	92/1484	618/12.2	10.6	12.2	79				WOW
10. KOMJ-F	(AC)	12/ 1.4	3.3	3.5	---	---	2.7	41/ 529	283/ 5.6	7.5	---	171				KOMJ-F

12+ FM SHARE (METRO): 66.58% (494 OF 742) (FAL 87: 63.65%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KQKQ-F>	1. KEZO-AF>	1. KEZO-AF	1. KEZO-AF>	1. KEZO-AF	1. KFAB >>	1. KFAB >	1. KEZO-AF	1. KEZO-AF	1. KQKQ-F	1. KFAB >
2. KGOR-F>>	2. KQKQ-F>	2. KQKQ-F	2. KFAB	2. KFAB	2. WOW-F	2. KEZO-AF	2. KFAB	KQKQ-F	2. KFAB <	2. KESY-F<
3. KEZO-AF	3. KGOR-F	3. KGOR-F	WOW-F	3. WOW-F	3. KESY-F>	3. KQKQ-F	3. WOW-F	3. KGOR-F	3. KEZO-F	3. KEZO-F
4.	4. KEFM-F	4. WOW-F	4. KGOR-F	4. KQKQ-F	4. WOW	4. WOW-F	4. KQKQ-F	4. KFAB	4. KGOR-F	4. KQKQ-F
5.	5. KOIL	5. KFAB <	KOIL	KOIL	5. KOIL	5. KGOR-F	5. KESY-F	5. WOW-F <	5.	5. WOW-F <
	WOW-F	6. KEFM-F	KQKQ-F<	6. KGOR-F<			6. KGOR-F	6. KESY-F<		6. KEFM-F
		KOIL	7. KEFM-F	7. KEFM-F				7. KOIL		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KQKQ-F>>	1. KQKQ-F>>	1. KGOR-F	1. KQKQ-F>	1. KQKQ-F	1. KEZO-AF>>	1. KEZO-AF>>	1. KEZO-AF>>	1. KEZO-AF>>	1. KEZO-AF>
2. KGOR-F	2. KGOR-F	KQKQ-F<	2. KGOR-F	2. KGOR-F<	2. KQKQ-F>	2. KQKQ-F	2. KFAB	2. WOW-F	2. WOW-F <
3. KEZO-AF	3. KEZO-AF	3. KEFM-F	3. KEFM-F	3. KFAB	3. KGOR-F	3. KFAB	3. KOIL	3. KOIL	3. KFAB
4.	4. KEFM-F>	4. KEZO-AF	4. KEZO-AF	4. KEFM-F	4.	4. KGOR-F	WOW-F	4. KFAB	4. KOIL >
5.	5.	5.	5. WOW-F	5. WOW-F	5.	5. KOIL	5.	5. KQKQ-F	5.
			6. KFAB	6. KOIL		6. WOW-F		KGOR-F	

FORMATS	AM	FM	TOTAL	%	FAL 87 %
TOP 40/CHR/CONTEMP		189 (2)	189 (2)	25.5	21.1
AOR/CLASSIC	7 (1)	103 (2)	110 (3)	14.8	15.9
AC/OLDIES/SOFT ROCK	47 (1)	57 (2)	104 (3)	14.0	10.1
MOR/VARIETY/FULL	143 (1)		143 (1)	19.3	24.1
COUNTRY	40 (1)	81 (2)	121 (3)	16.3	14.5
BLACK/URBAN		9 (1)	9 (1)	1.2	1.9
BTFL MUSIC/EZ		55 (1)	55 (1)	7.4	10.6
NEWS/TALK	7 (1)		7 (1)	0.9	0.9
NOSTALGIA					
RELIGION/GOSPEL	3 (1)		3 (1)	0.4	0.9
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
OTHERS/UNKNOWN					
	247 (6)	494 (10)	741 (16)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KBWH-F	106.3	Blair	1.1/1.6
KCRO	660	Omaha	.4/1.1
KKAR	1180	Bellevue	.8/4.8
KFMQ-F	101.9	Lincoln	.8/3.7
KZKX-F	96.9	Seward	.6/2.4

RADIO STATIONS

KCRO, 660, 1 KW	, RELIGION	,$ 12.00	(---)		
KFAB, 1110, 50 KW (DA-N)	, MOR	NBC,$106.00	(Christal)		
KKAR, 1180, 5 KW/1 KW (DA-2)	, NEWS/TALK	MBS,CBS,$ 20.00	(Eastman)		
KOIL, 1290, 5 KW (DA-N)	, OLDIES	US 2,$ 27.00	(Banner)		
WOW , 590, 5 KW	, COUNTRY	ABC-I,$ 40.00	(Torbet)	Great Empire	
KEFM-F, 96.1, 100 KW @ 1442	, SOFT AC	,$ 42.00	(Mc-Guild)		
KESY-F, 104.5, 100 KW @ 1085	, BTFL/EZ	,$ 40.00	(Mc-Guild	Sungroup	
KEZO-F, 92.3, 100 KW @ 1210	, AOR	,$ 62.00	(Katz)	Narragansett	
KGOR-F, 99.9, 115 KW @ 1227	, CHR	SOURCE,$ 55.00	(Christal)	Henry	
KQKQ-F, 98.5, 100 KW @ 1099	, CHR	ABC-F,$ 57.00	(Eastman)		
WOW-F , 94.1, 100 KW @ 510	, COUNTRY	ABC-E,$ 45.00	(Torbet)	Great Empire	
KOMJ-F, 103.7, 100 KW @ 440	, AC	,$ NA	(---)		(ATLANTIC, IA)

ORLANDO

Arbitron Rank/Pop (12+): 49/826,000	Stations: 23/20	1988 Revenue: $40,600,000
	Diaries: 1101/750:1/53.5%	HH Inc.: $31,813
MSA Rank/Pop: 53/959,000	Sample Target: 1010	Retail $: 8.0 Bil
ADI #27	% Below Line: 3.0%	Pop per Station: 41,300
Average Person Ratings: 17.7	% Not Listed: 7.9%	#1 Biller: WWKA-F $6,600,000
Market TSL: 23.3 Hours		

12+ METRO		1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4 BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. WWKA-F	(C)	174/11.9	10.6	10.0	13.4	12.1	11.5	382/3942	1763/21.3	18.5	18.1	126	11.0	156	1651	WWKA-F
2. WSSP-F	(EZ)	125/ 8.6	7.8	7.1	9.1	8.2	8.2	253/2849	1356/16.4	15.6	16.1	72	5.2	74	813	WSSP-F
3. WBJW A/F	(CHR)	112/ 7.7	6.8	6.7	8.9	10.4	7.5	217/4248	1929/23.4	22.1	25.4	75	7.2	102	1725	WBJW A/F
4. WOCL-F	(O)	111/ 7.6	7.7	7.9	4.0	3.5	6.8	217/2463	1290/15.6	15.9	9.1	158	8.0	114	1416	WOCL-F
5. WSTF-F	(AC)	102/ 7.0	8.0	9.7	8.7	9.8	8.4	215/3108	1609/19.5	19.6	17.9	141	5.6	80	1073	WSTF-F
6. WHTQ-F	(AOR)	90/ 6.2	5.7	4.0	4.0	3.7	5.0	147/2118	1195/14.5	9.8	10.5	87	4.7	66	972	WHTQ-F
7. WDBO	(MOR)	82/ 5.6	5.8	8.0	6.1	5.5	6.4	97/1387	1148/13.9	15.8	12.9	73	5.3	75	945	WDBO
8. WHLY-F	(CHR)	81/ 5.6	3.9	4.7	5.9	5.2	5.0	172/2447	1398/16.9	15.4	16.9	66	6.0	85	1679	WHLY-F
9. WDIZ-F	(AOR)	80/ 5.5	7.6	7.4	7.0	6.8	6.9	154/2336	1138/13.8	15.3	13.9	91	9.7	138	1358	WDIZ-F
10. WJHM-F	(B)	78/ 5.3	12.0	7.0	3.0	3.1	6.8	165/2013	925/11.2	12.0	7.8	92	13.4	190	1369	WJHM-F
11. WJYO-F	(AC)	70/ 4.8	5.4	4.3	4.9	6.1	4.9	133/1998	1073/13.0	10.9	13.9	165	4.7	66	804	WJYO-F
12. WWNZ	(N/T)	63/ 4.3	2.7	3.3	4.3	3.9	3.7	68/ 872	741/ 9.0	9.1	9.9	58	3.5	49	540	WWNZ
13. WXXO	(R/G)	40/ 2.7	.9	3.5	.6	.4	1.9	41/ 355	335/ 4.1	4.6	2.3	85	1.5	21	316	WXXO
14. WLOQ-F	(J)	32/ 2.2	3.3	1.6	3.2	3.2	2.6	50/ [illegible]	582/ 7.0	5.4	7.2	136	3.4	48	747	WLOQ-F

12+ FM SHARE (METRO): 82.51% (1109 OF 1344) (FAL 87: 81.00%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WBJW-AF>	1. WDIZ-F	1. WOCL-F	1. WOCL-F<	1. WWKA-F	1. WWKA-F	1. WWKA-F>	1. WWKA-F<	1. WWKA-F	1. WJHM-F	1. WDBO
2. WHLY-F <	WHTQ-F	2. WWKA-F	2. WWKA-F	2. WOCL-F	2. WSSP-F>	2. WBJW-AF	2. WSSP-F	2. WBJW-AF	2. WWKA-F	2. WWKA-F
3. WJHM-F	3. WOCL-F	3. WSTF-F	3. WSTF-F	3. WSTF-F	3. WDBO	3. WSTF-F<	3. WSTF-F	3. WOCL-F	3. WBJW-AF	3. WWNZ
4.	WSTF-F<	4. WHTQ-F	4. WJYO-F	4. WJYO-F	4. WWNZ	4. WDBO <	WOCL-F	4. WSTF-F<	WDBO	4. WJHM-F
5.	5. WBJW-AF	5. WDIZ-F	5. WBJW-AF	5. WSSP-F	5. WOCL-F	5. WSSP-F	5. WHTQ-F	5. WSSP-F	5. WSSP-F<	5. WOCL-F
	6. WWKA-F	6. WBJW-AF	6. WHTQ-F	6. WBJW-AF	6. WJYO-F	WOCL-F	WJYO-F	6. WJHM-F	6. WHLY-F	6. WJYO-F
				7. WHTQ-F				7. WHTQ-F	7. WDIZ-F	WDIZ-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WBJW-AF	1. WSTF-F	1. WSTF-F	1. WSTF-F	1. WWKA-F	1. WDIZ-F	1. WDIZ-F<	1. WHTQ-F<	1. WOCL-F	1. WOCL-F
2. WHLY-F	2. WBJW-AF	2. WOCL-F	2. WWKA-F	2. WSTF-F>	2. WHTQ-F>>	2. WHTQ-F>	2. WOCL-F<	2. WWKA-F	WWKA-F>
3. WHTQ-F	3. WOCL-F>	3. WWKA-F<	3. WOCL-F	3. WJYO-F<	3. WBJW-AF	3. WOCL-F<	3. WDIZ-F	WHTQ-F	3. WHTQ-F
WSTF-F	4. WHLY-F	4. WBJW-AF	4. WBJW-AF<	4. WOCL-F	4. WWKA-F	4. WWKA-F	4. WWKA-F	4. WDIZ-F>	4. WSTF-F
5. WOCL-F	WHTQ-f	5. WJHM-F<	5. WJYO-F	5. WSSP-F	5. WHLY-F	5. WBJW-AF	5. WSTF-F	5. WBJW-AF	5. WJYO-F
	WWKA-F	6. WJYO-F	6. WHLY-F	6. WBJW-AF	WOCL-F	6. WSTF-F	6. WBJW-AF	6. WSTF-F	WDIZ-f
	7. WJHM-F	7. WDIZ-F	7. WJHM-F	WJHM-F	WSTF-F				

FORMATS	AM	FM	TOTAL	%	FAL 87 %
TOP 40/CHR/CONTEMP	11 (1)	182 (2)	193 (3)	14.4	16.8
AOR/CLASSIC		180 (3)	180 (3)	13.4	14.6
AC/OLDIES/SOFT ROCK		283 (3)	283 (3)	21.1	20.9
MOR/VARIETY/FULL	82 (1)		82 (1)	6.1	5.9
COUNTRY		182 (2)	182 (2)	13.5	14.7
BLACK/URBAN	16 (1)	78 (1)	94 (2)	7.0	6.1
BTFL MUSIC/EZ		151 (2)	151 (2)	11.2	11.5
NEWS/TALK	63 (1)		63 (1)	4.7	4.2
NOSTALGIA	6 (1)		6 (1)	0.4	0.9
RELIGION/GOSPEL	42 (2)	21 (1)	63 (3)	4.7	1.0
SPANISH	15 (1)		15 (1)	1.1	
CLASSICAL					
JAZZ/NEW AGE		32 (1)	32 (1)	2.4	3.5
OTHERS/UNKNOWN					
	235 (8)	1109 (15)	1344 (23)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WONQ	1140	Orlando	1.0/ .8
WORL	1270	Orlando	1.1/2.7
WPRD	1440	Winter Park	.4/2.3
WTLN A/F	95.3	Apopka	1.5/4.6
WWLV-F	94.5	Daytona Beach	1.8/5.0
WPCV-F	97.5	Winter Haven	.5/4.0
WYNF-F	94.9	Tampa	.7/1.2

RADIO STATIONS

WDBO, 580, 5 KW (DA-N) , MOR ABC-I,$ 64.00 (Katz) New City
WHOO, 990, 50 KW/5 KW (DA-2) , COUNTRY ,$ 24.00 (Eastman) TK
WONQ, 1140, 4 KW (DAYS) , HISPANIC ,$ 15.00 (Lotus)
WORL, 1270, 5 KW (DA-N) , BLACK CBS-R,$ 33.00 (HNWH)
WPRD, 1440, 5 KW/1 KW (DA-N) , NOSTALGIA Trans,$ 12.00 (Mc-Guild)
WWNZ, 740, 5 KW/1 KW (DA-N) , NEWS/TALK MBS,NBC,$ 50.00 (Christal) Guy Gannett

WBJW-F, 105.1, 100 KW @ 1310, CHR ,$114.00 (Banner) Nationwide
WCAT-F, 106.7, 100 KW @ 875, CHR ,$ 78.00 (Durpetti) Southern Starr
WDIZ-F, 100.3, 100 KW @ 890, AOR ABC-R,$ 85.00 (MMR) Shamrock-Lynett
WHTQ-F, 96.5, 100 KW @ 1609, AOR ,$ 58.00 (Eastman) TK
WJYO-F, 107.7, 100 KW @ 1613, SOFT AC ,$ 80.00 (Mc-Guild) Metroplex
WLOQ-F, 103.1, 3 KW @ 300, JAZZ ,$ 44.00 (Banner)
WWKA-F, 92.3, 100 KW @ 1341, COUNTRY ,$120.00 (Katz) New City
WOCL-F, 105.9, 100 KW @ 1650, OLDIES APR,$ 52.00 (Christal) American (DE LAND)
WJHM-F 101.9, 28 KW @ 1650, URBAN ,$ 40.00 (HNWH) Beasley (DAYTONA BEACH)
WSSP-F 104.1, 100 KW @ 1609, BTFL/EZ ,$ 77.00 (Christal) Guy Gannett (COCOA BEACH)
WSTF-F 101.1, 100 KW @ 1598, AC ,$ 90.00 (Republic) Capitol-Goodmon (COCOA BEACH)

MISCELLANEOUS COMMENTS WCAT changes back to WHLY (Oct.)...

PENSACOLA

Arbitron Rank/Pop (12+): 125/292,300

MSA Rank/Pop: 136/351,500
Mobile ADI
Average Person Ratings: 16.7
Market TSL: 22.0 Hours

Stations: 14/9
Diaries: 701/417:1/53.6%
Sample Target: 640
% Below Line: 36.0%
% Not Listed: 11.0%

1988 Revenue: $7,600,000
HH Inc.: $30,324
Retail $: 2.2 Bil
Pop per Station: 32,478
#1 Biller: WOWW-F $2,000,000

12+ METRO	1/4/SHARE	SPG 88	FAL 87	SPG 87	FAL 86	4 BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. WBLX-F (B)	62/12.7	11.2	10.4	11.7	---		77/ 623	398/13.6	15.4	14.4	91				WBLX-F
2. WOWW-F (C)	50/10.2	12.7	12.0	10.5	---		68/ 857	633/21.7	18.0	21.6	132				WOWW-F
3. WTKX-F (AOR)	44/ 9.0	8.7	9.1	8.8	---		84/ 866	529/18.1	14.3	15.3	94				WTKX-F
4. WABB-F (CHR)	41/ 8.4	7.8	10.0	9.5	---		71/1128	590/20.2	20.4	22.4	64				WABB-F
5. WMEZ-F (EZ)	36/ 7.4	8.7	8.4	10.9	---		71/ 722	438/15.0	16.8	14.3	89				WMEZ-F
6. WJLQ-F (CHR)	32/ 6.5	5.8	5.8	7.0	---		50/ 812	609/20.8	16.6	18.4	112				WJLQ-F
WXBM-F (C)	32/ 6.5	5.4	7.8	6.4	---		38/ 582	468/16.0	9.8	14.6	102				WXBM-F
WAVH-F (O)	32/ 6.5	4.7	4.7	---	---		49/ 693	458/15.7	11.9	9.3	160				WAVH-F
9. WCOA (MOR)	31/ 6.3	8.3	6.2	6.6	---		31/ 403	398/13.6	13.3	12.6	67				WCOA
10. WBOP (B)	22/ 4.5	5.4	6.2	5.3	---		22/ 326	326/11.2	9.8	10.3	78				WBOP
WGCX-F (AOR)	22/ 4.5	6.7	6.2	7.8	---		40/ 654	433/14.8	13.9	16.5	129				WGCX-F

12+ FM SHARE (METRO): 85.06% (370 OF 435) (FAL 87: 84.60%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WBLX-F>	1. WTKX-F	1. WBLX-F	1. WOWW-F	1. WOWW-F	1. WMEZ-F	1. WOWW-F	1. WMEZ-F<	1. WBLX-F	1. WBLX-F>>	1. WOWW-F
2. WABB-F>>	2. WBLX-F	2. WTKX-F	2. WBLX-F	2. WBLX-F	2. WOWW-F	2. WTKX-F	2. WOWW-F	2. WOWW-F	2. WABB-F	2. WTKX-F
3.	3. WABB-F	3. WOWW-F	3. WAVH-F	3. WAVH-F	3. WCOA >	3. WBLX-F	3. WAVH-F	3. WTKX-F	3. WTKX-F	3. WCOA
4.	4. WJLQ-F	4. WAVH-F	4. WTKX-F	4. WTKX-F	4. WXBM-F	4. WCOA	4. WTKX-F<	4. WABB-F	4. WCOA	4. WMEZ-F
5.	5.	5.	5.	5.	5.	5. WABB-F	5. WJLQ-F	5. WJLQ-F	5. WOWW-F	WBLX-F
							WBLX-F			

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WABB-F	1. WTKX-F	1. WJLQ-F	1. WBLX-F	1. WOWW-F	1. WTKX-F	1. WTKX-F>	1. WTKX-F	1. WTKX-F	1. WOWW-F
2. WTKX-F	2. WAVH-F	WTKX-F	2. WAVH-F	2. WBLX-F	2. WABB-F	2. WBLX-F	WBLX-F	2. WBLX-F	2. WBLX-F
3. WBLX-F	3. WJLQ-F	WAVH-F	3. WJLQ-F	3. WAVH-F	WBLX-F	3. WABB-F	3. WGCX-F	3. WOWW-F	3. WTKX-F
WAVH-F	4. WABB-F	4. WOWW-F	WOWW-F	WJLQ-F	4. WJLQ-F	4. WGCX-F	4. WABB-F	4. WABB-F	WAVH-F
5.	WBLX-F	WBLX-F	5.	5.	5.	5.	5.	5.	5.
		WGCX-F							

FORMATS	AM	FM	TOTAL	%	FAL 87 %
TOP 40/CHR/CONTEMP		73 (2)	73 (2)	16.8	17.4
AOR/CLASSIC		66 (2)	66 (2)	15.2	10.0
AC/OLDIES/SOFT ROCK		51 (2)	51 (2)	11.7	14.7
MOR/VARIETY/FULL	31 (1)		31 (1)	7.1	
COUNTRY		82 (2)	82 (2)	18.9	21.8
BLACK/URBAN	22 (1)	62 (1)	84 (2)	19.3	18.3
BTFL MUSIC/EZ		36 (1)	36 (1)	8.3	9.3
NEWS/TALK					
NOSTALGIA					6.8
RELIGION/GOSPEL	10 (1)		10 (1)	2.3	0.5
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
OTHERS/UNKNOWN	2 (1)		2 (1)	0.5	1.2
	65 (4)	370 (10)	435 (14)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WEBY	1330	Milton	.4/ 1.6
WHYM	610	Pensacola	2.0/ 2.9
WKRG-F	99.9	Mobile	3.9/13.0

RADIO STATIONS

WBOP, 1230, 1 KW , BLACK	NBN,$ 17.00	(Banner)	Holt	
WCOA, 1370, 5 KW (DA-2) , MOR/NOST	CBS,MBS,$ 19.00	(Mc-Guild)	Drubner	
WFXP, 980, 2.5 KW/1 KW (DA-2) , OLDIES	SMN,$ 14.00	(Roslin)		
WBSR, 1450, 1 KW , AC	,$ 11.00	(Torbet)		
WJLQ-F, 100.7, 100 KW @ 1555, CHR	ABC-C,$ 24.00	(Mc-Guild)	Drubner	
WMEZ-F, 94.1, 100 KW @ 1328, BTFL/EZ	ABC-D,$ 34.00	(Torbet)		
WOWW-F, 107.3, 100 KW @ 1420, COUNTRY	US 2,$ 44.00	(Katz)	Colonial	
WTKX-F, 101.5, 100 KW @ 493, AOR	ABC-R,$ 33.00	(Banner)	Holt	
WXBM-F, 102.7, 100 KW @ 1328, COUNTRY	MBS,$ 28.00	(Torbet)		
WGCX-F, 104.1, 100 KW @ 1666, CLASSIC ROCK	CNN,$ 40.00	(Republic)		(ATMORE, AL)

Other ranked stations - See Mobile

MISCELLANEOUS COMMENTS WIZD changes calls to WGCX and format from AC to AOR (Oct.)...

PEORIA

Arbitron Rank/Pop (12+): 120/294,500

MSA Rank/Pop: 142/331,500
ADI #113 (w/Bloomington)
Average Person Ratings: 16.7
Market TSL: 22.2 Hours

Stations: 18/11
Diaries: 716/401:1/63.4%
Sample Target: 700
% Below Line: 7.5%
% Not Listed: 10.0%

1988 Revenue: $7,200,000
HH/ Inc: $36,886
Retail $: 2.2 Bil
Pop per Station: 26,773
#1 Biller: WKZW-F $1,300,000

12+ METRO		1/4/SHARE	SPG 88	FAL 87	SPG 87	FAL 86	4BOOK AVG	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. WSWT-F	(EZ)	81/16.9	15.4	15.5	13.3	13.8	---	110/1018	737/25.7	23.1	24.9	79				WSWT-F
2. WWCT-F	(AOR)	78/16.3	12.5	16.3	15.2	17.5	---	101/1110	738/25.7	21.2	28.0	109				WWCT-F
3. WKZW-F	(CHR)	77/16.1	19.9	15.0	16.4	15.1	---	116/1747	1015/35.3	35.0	32.3	100				WKZW-F
4. WMBD	(MOR)	42/ 8.8	7.8	7.9	8.4	9.7	---	45/ 682	637/22.2	16.6	18.5	129				WMBD
5. WXCL	(C)	30/ 6.3	7.6	8.2	9.3	8.6	---	34/ 389	364/12.7	11.8	15.9	108				WXCL
6. WIRL	(AC)	22/ 4.6	7.8	7.1	7.4	5.2	---	24/ 398	378/13.2	16.1	20.1	139				WIRL
7. WGLO-F	(AC)	19/ 4.0	2.6	3.8	4.6	4.1	---	19/ 373	363/12.6	9.0	9.8	150				WGLO-F
8. WKQA-F	(AC)	18/ 3.8	3.8	4.2	5.5	3.2	---	18/ 376	368/12.8	10.7	10.7	116				WKQA-F
9. WTAZ-F	(T)	14/ 2.9	3.1	2.0	2.9	.6	---	14/ 246	226/ 7.9	8.4	5.9	41				WTAZ-F
10. WBZM-F	(O)	8/ 1.7	3.3	2.2	1.7	3.7	---	11/ 246	194/ 6.8	9.5	5.9	188				WBZM-F

12+ FM SHARE (METRO): 72.16% (311 of 431) FAL 87: (68.33%)

TEENS	28-24	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WKZW-F>>	1. WWCT-F>>	1. WWCT-F>	1. WWCT-F	1. WWCT-F	1. WSWT-F>	1. WKZW-F<	1. WSWT-F	1. WKZW-F	1. WKZW-F>	1. WWCT-F
2.	2. WKZW-F>>	2. WKZW-F>	2. WKZW-F	2. WKZW-F	2. WMBD>	2. WSWT-F	2. WWCT-F>	2. WWCT-F	2. WWCT-F	2. WMBD
3.	3. WSWT-F	3. WSWT-F	3. WSWT-F>>	3. WSWT-F>>	3. WXCL	3. WMBD	3. WKZW-F>	3. WSWT-F>>	3. WSWT-F	3. WKZW-F
4.	4. WKQA-F	4.	4. WGLO-F	4. WMBD	4. WKZW-F	4. WWCT-F	4. WXCL	4.	4. WTAZ-F	WTAZ-F
5.	5.	5.	WIRL	WXCL	5. WIRL	5.	5.	5.	5. WMBD	WXCL
			WXCL							6. WIRL

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WWCT-F	1. WWCT-F	1. WWCT-F	1. WWCT-F	1. WKZW-F	1. WWCT-F>>	1. WWCT-F>>	1. WWCT-F>>	1. WWCT-F>>	1. WWCT-F>
2. WKZW-F>>	2. WKZW-F>>	2. WKZW-F>	2. WKZW-F>	WSWT-F	2. WKZW-F>	2. WKZW-F>>	2. WKZW-F>>	2. WKZW-F>>	2. WKZW-F>
3. WKQA-F	3. WSWT-F	3. WSWT-F	3. WSWT-F>	3. WWCT-F>>	3.	3.	3. WSWT-F	3. WSWT-F	3. WSWT-F
4.	4. WKQA-F	4. WGLO-F	4. WKQA-F<	4. WIRL		4.	WXCL	4.	4. WXCL-F
5.	5.	5. WKQA-F	5. WIRL-F	WMBD	5.	5.	5.	5.	5. WMBD
			6. WXCL						

FORMATS	AM	FM	TOTAL	%	FAL 87 %
TOP 40/CHR/CONTEMP		80 (92)	80 (2)	18.6	18.2
AOR/CLASSIC		78 (1)	78 (1)	18.1	18.4
AC/OLDIES/SOFT ROCK	28 (2)	45 (3)	73 (5)	16.9	17.7
MOR/VARIETY/FULL	47 (2)		47 (2)	10.9	10.7
COUNTRY	30 (1)	13 (2)	43 (3)	10.0	9.7
BLACK/URBAN					
BTFL/EZ		81 (1)	81 (1)	18.8	17.4
NEWS/TALK	9 (2)	14 (1)	23 (3)	5.3	3.5
NOSTALGIA					2.5
RELIGION/GOSPEL	6 (1)		6 (1)	1.4	1.7
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
OTHERS/UNKNOWN					
	120 (8)	311 (10)	431 (18)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WPEO	1020	Peoria	1.3/3.9
WAAG-F	94.9	Galesburg	1.5/3.8
WBNQ-F	101.5	Bloomington	.6/5.0
WFMB-F	104.5	Springfield	1.3/1.5
WGN	720	Chicago	1.5/4.8
WJBC	1230	Bloomington	1.0/1.7
WLS	890	Chicago	1.3/4.9
WMAQ	670	Chicago	.4/2.6

RADIO STATIONS

WIRL,	1260,	5 KW (DA-2)	, AC	ABC-E, $ 30.00 (Christal)	Comm. Service		
WMDB,	1470,	5 KW (DA-2)	, MOR	CBS, $ 38.00 (Katz)	Midwest TV		Dave McAley
WPOE,	1020,	1 KW (DAYS)	, RELIGION	, $ 11.00 (---)			Bob Ulrich
WXCL,	1350,	1 KW (DA-2)	, COUNTRY	, $ 28.00 (Banner)	Kelly		
WLGO-F,	95.3,	3 KW @ 300,	AC	NBC, $ 14.00 (Roslin)	Cromwell	(PEKIN)	Jerry Scott
WKQA-F,	104.9,	3 KW @ 265,	AC	US-1, $ 22.00 (Banner)	Kelly		
WKZW-F,	93.3,	40 KW @ 548,	CHR	ABC-I, $ 41.00 (Katz)	Midwest TV		Dave McAley
WSWT-F,	106.9,	50 KW @ 450,	BTFL/EZ	, $ 31.00 (Christal)	Comm. Service		
WTAZ-F	102.3,	3 KW @ 300,	TALK	NBC-T, ABC-T, $ 13.00 (---)			Lynette Demanes
WWCT-F,	105.7,	38 KW @ 571,	AOR	Source, $ 34.00 (HNWH)			Bruce Foster
WBMZ-F.	94.3	3 KW @ 300,	OLDIES	SMN, $ 15.00 (K & P)		(CHILLICOTHE)	Bob Momenteller

PHILADELPHIA

Arbitron Rank/Pop (12+): 5/4,084,900

MSA Rank/Pop: 4/4,873,100
ADI #4
Average Person Ratings: 18.9
Market TSL: 24.5 Hours

Stations: 30/24
Diaries: 2587/1579:1/50.8%
Sample Target: 2440
% Below Line: 2.9%
% Not Listed: 9.4%

1988 Revenue: $122,000,000
HH/ Inc: $35,793
Retail $: 36.0 Bil
Pop per Station: 170,204
#1 Biller: WMMR-F $14,900,000

12+ METRO		1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. WEGX-F	(CHR)	612/7.9	6.7	7.0	6.5	4.8	7.0	683/ 9741	8390/20.5	18.6	13.8	77	9.0	678	8210	WEGX-F
2. WMMR-F	(AOR)	591/7.7	8.0	7.8	7.7	8.1	7.8	815/11976	8458/20.7	19.5	18.9	116	9.9	748	8935	WMMR-F
3. WUSL-F	(B/U)	581/7.5	7.1	8.2	7.1	7.8	7.5	721/ 7660	6091/14.9	14.7	14.2	76	10.3	777	7634	WUSL-F
4. KYW	(N)	503/6.5	6.8	6.9	7.3	8.0	6.9	549/12440	11065/27.1	26.8	29.4	77	5.3	403	8076	KYW
5. WEAZ-F	(EZ)	441/5.7	5.9	6.1	7.6	7.4	6.3	555/ 8339	6464/15.8	14.6	15.9	104	4.0	306	3196	WEAZ-F
6. WPEN	(BB)	396/5.1	6.6	6.3	5.9	4.6	6.0	410/ 4242	3938/ 9.6	10.6	9.2	29	5.4	412	3186	WPEN
7. WYSP-F	(AOR)	375/4.9	5.8	4.8	4.7	4.6	5.1	514/ 9398	6781/16.6	14.6	14.0	112	7.1	536	6539	WYSP-F
8. WKSZ-F	(AC)	372/4.8	4.5	5.5	5.4	5.8	5.1	446/ 6509	5285/12.9	13.9	14.9	129	2.9	216	2650	WKSZ-F
9. WMGK-F	(AC)	361/4.7	4.1	4.1	4.5	4.7	4.4	403/ 6048	5080/12.4	12.9	14.8	147	3.1	237	2940	WMGK-F
10. WWDB-F	(T)	353/4.6	4.6	4.4	5.3	5.2	4.7	431/ 4997	4105/10.0	8.7	9.4	65	5.2	397	3077	WWBD-F
11. WXTU-F	(C)	314/4.1	4.5	4.3	4.6	3.5	4.4	423/ 5491	3952/ 9.7	9.1	9.0	134	4.2	316	3151	WXTU-F
12. WSNI-F	(AC)	307/4.0	4.6	3.4	2.8	3.3	3.7	346/ 6129	5048/12.4	10.3	9.9	138	3.3	251	2701	WSNI-F
13. WCAU	(N/T)	247/3.2	3.4	4.1	2.6	2.9	3.3	286/ 5845	4990/12.2	13.7	11.4	59	2.8	211	3420	WCAU
14. WIP	(T)	237/3.1	1.6	1.0	1.1	1.5	1.7	265/ 5231	4681/11.5	4.7	8.0	123	2.2	167	3048	WIP
15. WDAS-F	(B)	234/3.0	3.6	3.5	3.6	3.9	3.4	263/ 4061	3657/ 9.0	9.2	8.6	123	5.4	407	4927	WDAS-F
16. WIOQ-F	(O)	195/2.5	2.3	2.5	2.5	2.4	2.5	238/ 4161	3440/ 8.4	9.0	9.4	160	2.0	153	2422	WIOQ-F
17. WFLN-F	(CL)	189/2.4	2.2	1.7	2.1	1.9	2.1	219/ 3123	2490/ 6.1	6.1	5.7	88	2.7	202	2165	WFLN-F
18. WOGL-F	(O)	187/2.4	2.3	3.0	3.0	3.5	2.2	243/ 5140	3880/ 9.5	10.3	14.0	150	1.9	144	3308	WOGL-F
19. WDAS	(B)	78/1.0	1.1	1.2	1.0	1.2	1.1	79/ 1248	1231/ 3.0	4.2	4.4	70	.6	42	605	WDAS
20. WFIL	(O)	59/ .8	.6	.8	.9	.8	.8	80/ 1797	1426/ 3.5	3.4	4.0	113	.3	24	720	WFIL
21.																
22.																
23.																
24.																
25.																

12+ FM SHARE (METRO): 76.07% (5317 of 6990) (FAL 87: 75.07%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WEGX-F>	1. WMMR-F>	1. WMMR-F	1. WMMR-F	1. WMMR-F	1. KYW	1. KYW	1. WMMR-F	1. WEGX-F	1. WUSL-F>	1. WWDB-F
2. WUSL-F>>	2. WUSL-F	2. WUSL-F<	2. WMGK-F	2. WMGK-F	2. WPEN	2. WMMR-F	2. WEAZ-F	2. WUSL-F	2. WEGX-F>	2. KYW
3.	3. WEGX-F	3. WEGX-F	3. WEGX-F	3. WKSZ-F<	3. WEAZ-F	3. WYSP-F<	3. WKSZ-F<	3. WMMR-F	3. WWDB-F>	3. WUSL-F
4.	4. WYSP-F>	4. WYSP-F	4. WYSP-F	4. WEGX-F	4. WWDB-F	4. WEGX-F	4. WEGX-F	4. WEAZ-F	4. WMMR-F	4. WIP
5.	5. WMGK-F<	5. WMGK-F	5. WKSZ-F	5. WEAZ-F	5. WXTU-F<	5. WPEN<	5. WMGK-F	WKSZ-F	5. WYSP-F	5. WDAS-F
6.	6. WDAS-F<	6. WKSZ-F<	WUSL-F<	6. WUSL-F	6. WKSZ-F	6. WUSL-F	6. WPEN	6. WPEN	6. WDAS-F	6. WMMR-F
7.	7. WSNI-F	7. WSNI-F	7. WSNI-F	7. WSNI-F	7. WCAU	7. WMGK-F	WUSL-F	7. WWDB-F	7. WEAZ-F	7. WCAU
8.	8. WKSZ-F	8. WEAZ-F	8. WEAZ-F	WXTU-F	8. WMGK-F	8. WEAZ-F	8. KYW	8. KYW	8. KYW	8. KYW
9.	9. WIOQ-F	9. WDAS-F	9. KYW	WYSP-F	9.	9 WSNI-F	WSNI-F	9. WMGK-F	9. WCAU	9. WXTU-F
10.	10.	10.	10. WXTU-F	10. KYW	10.	10. WWDB-F	10. WXTU-F	WYSP-F	10. WKSZ-F	10. WMGK-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WUSL-F>	1. WUSL-F	1. WMMR-F	1. WEGX-F<	1. WKSZ-F
2. WEGX-F>	2. WEGX-F	2. WEGX-F<	2. WUSL-F	WMGX-F
3. WMMR-F>	3. WMMR-F>	3. WMGK-F	3. WMMR-F	3. WEGX-F
4. WSNI-F	4. WSNI-F	4. WSNI-F	4. WKSZ-F	4. WEAZ-F
5. WKSZ-F	5. WMGK-F>	WUSL-F	WMGK-F	5. WSNI-F<
WYSP-F	6. WDAS-F	6. WDAS-F	6. WSNI-F	6. WUSL-F
7. WDAS-F	WYSP-F	WEAZ-F	7. WEAZ-F	7. WXTU-F<
8.	8. WKSZ-F	8. WIOQ-F	8. WXTU-F	8. WMMR-F
9.	9.	9.	9. WDAS-F	9. KYW
10.	10.	10.	10. WIOQ-F	WIOQ-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WMMR-F>	1. WMMR-F>	1. WMMR-F>	1. WMMR-F>	1. WMMR-F
2. WYSP-F	2. WYSP-F	2. WYSP-F>	2. WYSP-F	2. WYSP-F
3. WEGX-F	3. WUSL-F<	3. WUSL-F	3. WUSL-F<	3. WIP
WUSL-F>>	4. WEGX-F>	4. WEGX-F	4. WEGX-F	4. KYW
5. WDAS-F	5. WDAS-F	5. WDAS-F	5. WIP	5. WMGK-F
6.	6. WMGK-F	WMGK-F	6. WDAS-F	6. WXTU-F
7.	7. WIP<	7.	WMGK-F	7. WUSL-F
8.	8. WSNI-F	8.	8. KYW	8. WEAZ-F
9.	9.	9.	9. WSNI-F	WEGX-F
10.	10.	10.	10. WIOQ-F	10.

FORMATS	AM	FM	TOTAL	%	FAL 87 %
TOP 40/CHR/CONTEMP		683 (3)	683 (3)	9.8	5.7
AOR/CLASSIC		966 (2)	966 (2)	13.8	14.0
AC/OLDIES/SOFT ROCK	59 (1)	1470 (6)	1529 (7)	21.9	24.6
MOR/VARIETY/FULL	34 (1)		34 (1)	4.9	1.7
COUNTRY		314 (1)	314 (1)	4.5	3.8
BLACK/URBAN	128 (2)	815 (2)	943 (4)	13.5	14.2
BTFL/EZ		498 (2)	498 (2)	7.1	8.2
NEWS/TALK	987 (3)	353 (1)	1340 (4)	19.2	17.9
NOSTALGIA	396 (1)		396 (1)	5.7	6.1
RELIGION/GOSPEL	34 (1)		34 (1)	0.5	0.7
SPANISH					
CLASSICAL		189 (1)	189 (1)	2.7	2.1
JAZZ/NEW AGE					
OTHERS/UNKNOWN	25 (1)	49 (2)	74 (3)	1.1	1.0
			6990 (30)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WHAT	1340	Philadelphia	.6/2.0
WNAP	1110	Norristown	.4/ .9
WTMR	800	Camden	.3/ .9
WZZD	990	Philadelphia	.4/1.7
WBSS-F	97.3	Millville	.4/ .7
WFMZ-F	100.7	Allentown	.7/1.8
WJBR-F	99.5	Wilmington	.6/2.8
WKXW-F	101.5	Trenton	.3/ .9
WPST-F	97.5	Trenton	.5/3.6
WSTW-F	93.7	Wilmington	.5/3.0

RADIO STATIONS

AM STATIONS

KYW ,	1060,	50 KW (DA-1) -	, NEWS	NBC,	$290.00 (Group W)	Westinghouse
WCAU,	1210,	50 KW	, TALK/NEWS	CBS,	$155.00 (CBS)	CBS
WDAS,	1480,	5 KW/1 KW (DA-2)	, BLACK	NBN,	$ 50.00 (BAnner)	Unity
WDVT,	900,	1 KW (DAYS,DA)	, TALK	,	$ 37.00 (---)	
WFIL,	560,	5 KW (DA-2)	, OLDIES	,	$ 54.00 (Mc-Guild)	
WHAT,	1340,	1 KW	, BLACK	SBN,	$ 46.00 (Roslin)	
WIP ,	610,	5 KW (DA-1)	, SPORTS	ABC-E,MBS,	$ 85.00 (Katz)	
WPEN,	950,	5 KW (DA-N)	, NOSTALGIA	US 2,	$145.00 (MMR)	Greater Media
WPGR,	1540,	50 KW (DAYS,DA)	, OLDIES	US 1,	$ 50.00 (Durpetti)	Pyramid
WTEL,	860,	10 KW (DAYS,DA)	, HISPANIC	,	$ 32.00 (Caballero)	Beasley
WZZD,	990,	50 KW/10 KW(DA-2)	, RELIGION	,	$ 31.00 (Gospel)	

FM STATIONS

WDAS,	105.3,	3 KW @ 870,	BLACK	,	$ 95.00 (Banner)	Unity	
WEAZ,	101.1,	13 KW @ 1010,	EZ	,	$250.00 (Mc_Guild)		
WEGX,	106.1,	23 KW @ 740,	CHR	ABC-C,	$175.00 (Christal)	Malrite	
WFLN,	95.7,	50 KW @ 490,	CLASSICAL	,	$ 95.00 (CMBS)	Marlin	
WIOQ,	102.1,	30 KW @ 650,	OLDIES	,	$110.00 (Mc-Guild)	EZ	
WKSZ,	100.3,	35 KW @ 600,	SOFT AC	,	$158.00 (HNWH)		(MEDIA)
WMGK,	102.9,	9 KW @ 1140,	AC	,	$215.00 (mmr)	Greater Media	
WMMR,	93.9,	25 KW @ 670,	AOR	Source,	$320.00 (Katz)	Legacy	
WOGL,	98.1,	13 KW @ 1000,	OLDIES	CBS-R,	$140.00 (CBS)	CBS	
WSNI,	104.5,	13 KW @ 873,	AC	US 1,	$170.00 (Durpetti)	Pyramid	
WUSL,	98.9,	18 KW @ 830,	URBAN/BLACK	ABC-F,	$185.00 (Mc-Guild)	Tak	
WWDB,	96.5,	50 KW @ 500,	TALK	ABC-I,	$100.00 (Republic)	Panache	
WXTU,	92.5,	16 KW @ 900,	COUNTRY	MBS,	$145.00 (Republic)	Beasley	
WYSP,	94.1,	16 KW @ 900,	CLASSIC AOR	ABC-R,	$160.00 (Torbet)	Infinity	

CALL LETTER CHANGES

FORMAT CHANGES

SALES

WDVT: Sold to Willis for $525,000
(Gammon & Ninowski)
WIOQ-F: From Outlet to EZ for
$19,150,000 (Stevens)

PHOENIX

Arbitron Rank/Pop (12+): 23/1,683,300

MSA Rank/Pop: 20/2,023,100
ADI #21
Average Person Ratings: 16.8
Market TSL: 22.3 Hours

Stations: 28/28
Diaries: 1593/1057:1/53.7%
Sample Target: 1460
% Below Line: 0
% Not Listed: 6.2%

1988 Revenue: $68,500,000
HH/ Inc: $32,627
Retail $: 14.4 Bil
Pop per Station: 60,118
#1 Biller: KNIX A/F $11,600,000

12+ METRO		1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. KNIX A/F	(C)	395/14.0	11.6	13.0	14.1	17.4	13.2	445/ 4945	4208/25.0	24.3	28.9	126	13.4	368	3774	KNIX A/F
2. KMEO A/F	(EZ)	275/ 9.7	9.8	9.5	11.5	13.2	10.1	293/ 2987	2745/16.3	18.0	19.7	48	4.4	126	1588	KMEO A/F
3. KZZP-F	(CHR)	258/ 9.1	10.3	9.5	11.1	10.3	10.0	269/ 4278	4011/23.8	23.8	24.4	79	13.1	387	4438	KZZP-F
4. KTAR	(N/T)	235/ 8.3	10.3	10.5	10.2	6.3	9.8	255/ 3808	3526/20.9	21.1	16.4	75	8.0	235	3111	KTAR
5. KUPD-F	(AOR)	199/ 7.1	7.3	7.0	6.2	6.7	6.9	213/ 2591	2368/14.1	15.3	14.7	69	11.7	346	3005	KUPD-F
6. KKLT-F	(AC)	171/ 6.1	4.6	4.4	3.4	3.9	4.6	181/ 2587	2478/14.7	12.6	9.6	138	2.9	85	1906	KKLT-F
7. KOY-F	(CHR)	136/ 4.8	4.1	3.8	3.2	3.1	4.0	158/ 2843	2483/14.8	13.3	8.4	83	4.3	128	2442	KOY-F
8. KOOL-F	(O)	129/ 4.6	2.8	4.1	3.7	2.7	3.8	140/ 2084	1931/11.5	10.2	9.4	141	3.4	99	1255	KOOL-F
9. KESZ-F	(AC)	97/ 3.4	2.0	2.6	2.9	2.1	2.7	100/ 1510	1383/ 8.2	7.6	6.0	141	1.2	35	619	KESZ-F
10. KFYI	(N/T)	94/ 3.3	4.1	4.3	3.2	2.8	3.7	97/ 1305	1250/ 7.4	9.9	6.2	88	3.9	116	1160	KFYI
11. KSLX-F	(AOR)	89/ 3.2	4.2	4.5	3.9	3.8	4.0	89/ 1699	1634/ 9.7	10.7	8.5	141	5.3	155	1792	KSLX-F
12. KDKB-F	(AOR)	86/ 3.0	3.9	4.3	4.1	3.1	3.8	119/ 2141	1852/11.0	12.6	10.8	103	5.0	149	2232	KDKB-F
13. KKFR-F	(CHR)	81/ 2.9	3.3	2.8	3.6	3.0	3.2	94/ 2192	1991/11.8	10.8	7.7	62	4.6	136	2152	KKFR-F
14. KAMJ A/F	(AC)	80/ 2.9	3.3	3.3	3.0	4.6	3.1	83/ 1432	1342/ 8.0	10.4	11.1	138	2.5	75	839	KAMJ A/F
15. KOOL	(O)	72/ 2.6	1.7	2.4	2.4	2.5	2.3	73/ 1089	1037/ 6.2	3.8	5.0	162	1.7	50	1203	KOOL
16. KLFF	(BB)	56/ 2.0	1.7	1.7	1.5	2.6	1.7	60/ 747	698/ 4.1	3.4	4.2	30	1.1	32	707	KLFF
17. KVVA	(SP)	33/ 1.2	1.0	--	.5	1.1	.7	33/ 402	389/ 2.3	--	1.7	133	.6	18	291	KVVA
18. KGRX-F	(J/NA)	29/ 1.0	1.4	1.1	.9	1.2	1.1	44/ 664	509/ 3.0	2.8	3.2	160	1.2	34	528	KGRX-F
KOY	(MOR)	29/ 1.0	1.2	1.5	1.1	1.2	1.2	34/ 850	720/ 4.3	5.2	4.5	80	.9	27	628	KOY
20.																
21.																
22.																
23.																
24.																
25.																

12+ FM SHARE (METRO): 75.71% (2004 of 2647) (FAL 87: 77.29%)

TEENS	18-24	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KZZP-F>>	1. KUPD-F	1 KNIX A/F>	1.KNIX AF>>	1.KNIX AF>>	1. KMEO AF<	1. KNIX AF>	1. KNIX A/F	1. KNIX A/F>	1. KZZP-F>	1. KTAR
2. KOY-F	2. KNIX A/F	2. KZZP-F<	2.KKLT-F	2.KKLT-F	2. KNIX A/F	2. KTAR	2. KMFO A/F	2. KZZP-F<	2. KUPD-F	2. KNIX-F
3. KUPD-F	3. KZZP-F>	3. KUPD-F	3.KZZP-F	3 KZZP-F	3. KTAR>>	3. KZZP-F	3. KKLT-F	3. KMEO A/F	3. KNIX A/F	3. KUPD-F
4. KKFR-F	4. KKLT-F<	4. KKLT-F	4.KOOL-F	4.KOOL-F	4. KKLT-F	4. KMEO A/F>	4. KTAR	4. KUPD-F	4. KMEO A/F	4. KZZP-F
5.	5. KDKB-F	5. KOOL-F	5.KTAR<	5.KTAR	5. KFYI	5. KKLT-F	5. KZZP-F	5. KKLT-F	5. KKFR-F<	5. KFYI
6.	6. KESZ-F	6. KESZ-F	6.KUPD-F	6.KUPD-F<	6.	6. KOY-F	6. KUPD-F	KTAR	6. KOY-F<	KLFF
7.	KOY-F<	KOY-F	7.KESZ-F	7.KESZ-F<	7.	7. KOOL-F	7. KOOL-F	7. KOY-F	7. KTAR	7. KGOL-F
8.	8. KOOL-F	KTAR	8.KSLX-F	8.KMEO-F	8.	8. KFYI	8. KOY-F	8. KOOL-F	8. KDKB-F<	8. KMEO-F<
9.	9.	9.	9.	9.	9.	9.	9.	9.	9. KKLT-F	9. KKLT-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KZZP-F	1. KZZP-F	1. KNIX A/F	1. KNIX A/F	1. KNIX A/F>
2. KUPD-F>	2. KNIX A/F	2. KKLT-F	2. KKLT-F	2. KKLT-F
3. KOOL-F	3. KKLT-F	3. KESZ-F	KZZP-F	3. KZZP-F
4. KKLT-F	4. KUPD-F	KZZP-F	4. KOOL-F	4. KESZ-F<
KNIX A/F	5. KESZ-F	5. KOOL-F	5. KESZ-F<	5. KMEO A/F<
6. KESZ-F	6. KOOL-F	6. KOY-F	6. KUPD-F	6. KOOL-F
7. KOY-F	7. KOY-F	KUPD-F	7. KOY-F	7. KOY-F
8. KKFR-F	8.	8.	8.	8.
9.	9.	9.	9.	9.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KUPD-F>>	1. KUPD-F	1. KNIX A/F>	1. KNIX A/F>	1.KNIX AF>>
2. KDKB-F	2. KNIX A/F	2. KSLX-F	2. KUPD-F	2.KTAR
3. KZZP-F	3. KDKB-F	3. KVPD-F	3. KZZP-F<	3.KOOL-F
4. KOY-F	4. KSLX-F<	4. KDKB-F	4. KSLX-F<	4.KSLX-F
5. KSLX-F	5. KZZP-F	KZZP-F	5. KDKB-F<	5.KUPD-F
6. KKFR-F	6. KOY-F	6. KOOL-F	6. KTAR	6.KZZP-F
7. KNIX A/F	7. KOOL-F	7. KTAR	7. KOOL-F	7.KKLT-F
8.	8. KESZ-F	8. KESZ-F	8.	8.KDKB-F
9.	KKFR-F	9. KOY-F	9.	9.

FORMATS	AM	FM	TOTAL	%	FAL 87 %
TOP 40/CHR/CONTEMP	10 (1)	475 (3)	485 (4)	18.3	14.4
AOR/CLASSIC		374 (3)	374 (3)	14.1	14.3
AC/OLDIES/SOFT ROCK	74 (2)	475 (4)	549 (6)	20.7	20.0
MOR/VARIETY/FULL	29 (1)		29 (1)	1.1	1.3
COUNTRY	57 (2)	371 (2)	428 (4)	16.2	18.4
BLACK/URBAN					
BTFL/EZ	20 (1)	255 (1)	275 (2)	10.4	13.9
NEWS/TALK	329 (2)		329 (2)	12.4	9.6
NOSTALGIA	56 (1)		56 (1)	2.1	2.7
RELIGION/GOSPEL	13 (1)		13 (1)	0.5	0.8
SPANISH	55 (2)		55 (2)	2.1	1.6
CLASSICAL		25 (1)	25 (1)	0.9	1.5
JAZZ/NEW AGE		29 (1)	29 (1)	1.1	1.2
OTHERS/UNKNOWN					0.4
			2647 (28)		

OTHER RATED STATIONS/METRO SHARE AND CUME RATING

KMLE-F	107.9	Chandler	.7/3.1
KONC-F	106.3	Sun City	.9/3.1
KPHX	1480	Phoenix	.8/ .9
KRDS	1190	Tolleson	.5/1.3
KUKQ	1060	Tempe	.5/1.4
KZZP	1310	Mesa	.4/1.5

RADIO STATIONS

AM STATIONS

KASA, 1540, 10 KW (DAYS,DA) , RELIGION , $11.00 (---) Ostrander-Wilson
KFYI, 910, 5 KW (DA-N) , TALK/NEWS CBS,NBC-T, $ 60.00 (Republic)
KLFF, 1360, 5 KW/1 KW (DA-N), NOSTALGIA ABC-D, $ 34.00 (---)
KOOL, 960, 5 KW (DA-N) , OLDIES CBS-R, $ 41.00 (HNWH) Adams
KOY , 550, 5 KW/1 KW , NOSTALGIA ABC-E, $ 60.00 (Christal) Edens

KPHX, 1480, 1 KW/500 W (DA-2), HISPANIC , $ 28.00 (Caballero)
KRDS, 1190, 5 KW/250 W (DA-2), RELIGION , $ 22.00 (---) Interstate
KTAR, 620, 5 KW (DA-N) , NEWS/TALK ABC-I, $175.00 (CBS) Pulitzer
KUKQ, 1060, 5 KW/500 W (DA-N), COUNTRY , $ 30.00 (Banner)
KVVA, 860, 1 KW (DA-N) , HISPANIC , $ 21.00 (Lotus)
KXEG, 1010, 5 KW/250 W (DA-2), RELIGION , $ 11.00 (---) Mid America Gospel

FM STATIONS

KAMJ, 101.5, 100 KW @ 1740, SOFT AC , $ 75.00 (Banner) EZ
KDKB, 93.3, 100 KW @ 1480, AOR , $ 68.00 (Torbet) Sandusky
KESZ, 99.9, 100 KW @ 1670, AC , $ 84.00 (Eastman)
KGRX, 100.3, 90 KW @ 2047, JAZZ/NEW AGE , $ 41.00 (---) Daytona (GLOBE)
KKFR, 92.3, 100 KW @ 1600, CHR , $ 56.00 (Republic)
KKLT, 98.7, 115 KW @ 1650, AC , $ 93.00 (CBS) Pulitzer
KMEO, 96.9, 100 KW @ 1556, BTFL/EZ , $108.00 (Group W) Westinghouse
KMLE, 107.9, 100 KW @ 1000, COUNTRY , $ 25.00 (Durpetti) Shamrock (CHANDLER)

KNIX, 102.5, 100 KW @ 1610, COUNTRY , $180.00 (Katz) Buck Owens
KONC, 106.3, 2 KW @ 400, CLASSICAL ABC-D, $ 35.00 (CMBS) (SUN CITY)
KOOL, 94.5 100 KW @ 1620, OLDIES CBS-R, $ 74.00 (HNWH) Adams
KOY , 95.5, 100 KW @ 1550, CHR , $ 57.00 (Christal) Edens
KSLX, 100.7, 100 KW @ 1847, CLASSIC AOR , $ 88.00 (MMR) Cook Inlet
KUPD, 97.9, 100 KW @ 1620, AOR , $ 95.00 (Banner)
KVVA, 107.1, 2 KW @ 405, HISPANIC , $ 37.00 (Lotus) (APACHE JUNCTION)
KZZP, 104.7, 100 KW @ 1550, CHR , $160.00 (Mc-Guild) Nationwide

CALLS	FORMATS	SALES
	KOY-A: From MOR to NOSTALGIA (Nov). KMLE: From RELIGION to COUNTRY (Nov).	

PITTSBURGH

Arbitron Rank/Pop (12+): 16/1,964,400

MSA Rank/Pop: 19/2,100,400
ADI #16
Average Person Ratings: 18.3
Market TSL: 24.3 Hours

Stations: 35/33
Diaries: 1837/1069:1/56.0%
Sample Target: 1760
% Below Line: 0.9%
% Not Listed: 7.5%

1988 Revenue: $48,000,000
HH Inc.: $31,461
Retail $: 13.0 Bil
Pop per Station: 59,527
#1 Biller: KDKA $9,000,000

12+ METRO	1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4 BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. KDKA (MOR)	484/13.4	16.9	15.4	13.2	14.3	14.7	564/7786	6123/31.2	33.6	32.9	70	12.6	426	5808	KDKA
2. WBZZ-F (CHR)	303/ 8.4	10.4	10.3	9.7	11.3	9.7	385/5993	4726/24.1	27.0	26.6	92	10.8	366	5852	WBZZ-F
3. WSHH-F (EZ)	297/ 8.2	7.7	7.4	10.3	8.2	8.4	348/3843	3174/16.2	14.7	17.3	87	7.2	243	2210	WSHH-F
4. WDVE-F (AOR)	287/ 8.0	6.4	5.4	5.7	5.6	6.4	416/5553	3716/18.9	16.6	15.1	94	9.4	318	4036	WDVE-F
5. WWSW-F (O)	221/ 6.1	5.6	5.4	5.8	3.4	5.7	291/4260	3137/16.0	13.0	10.1	169	5.2	176	2812	WWSW-F
6. WTAE (T)	182/ 5.0	3.6	4.0	3.2	3.6	4.0	185/3460	3242/16.5	11.2	13.8	76	4.1	140	2409	WTAE
7. WLTJ-F (AC)	176/ 4.9	4.8	3.0	4.0	3.1	4.2	224/2486	2100/10.7	8.5	9.1	149	2.7	92	1493	WLTJ-F
8. WAMO-F (B)	165/ 4.6	6.3	6.2	5.6	5.2	5.7	181/2183	1915/ 9.7	10.3	9.3	100	8.2	278	3246	WAMO-F
9. WDSY-F (C)	161/ 4.5	3.7	3.5	4.1	4.2	4.0	219/2608	1823/ 9.3	7.7	8.7	138	5.2	174	1385	WDSY-F
10. WHTX-F (AC)	160/ 4.4	4.7	3.8	3.6	4.9	4.1	192/2966	2635/13.4	10.8	15.1	155	3.0	101	2158	WHTX-F
11. WJAS (BB)	150/ 4.2	2.9	3.8	3.6	3.2	3.6	153/1662	1548/ 7.9	7.9	8.0	33	2.0	66	1106	WJAS
12. WMYG-F (AOR)	128/ 3.6	5.5	6.4	5.4	5.5	5.2	155/2776	2098/10.7	14.4	13.8	119	5.9	198	3045	WMYG-F
13. KQV (N/T)	79/ 2.2	1.9	2.9	2.9	2.2	2.5	79/1626	1586/ 8.1	8.2	8.0	45	1.7	59	1279	KQV
14. WYDD-F (AOR)	70/ 1.9	2.9	2.0	3.1	2.2	2.5	109/2063	1536/ 7.8	9.0	9.3	95	2.2	75	1675	WYDD-F
15. WMXP-F (AC)	61/ 1.7	.7	1.7	1.3	1.1	1.4	79/1578	1300/ 6.6	4.8	3.2	124	1.5	51	949	WMXP-F
16.															
17.															
18.															
19.															
20.															
21.															
22.															
23.															
24.															
25.															

12+ FM SHARE (METRO): 67.05% (2234 OF 3332) (FAL 87: 62.37%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WBZZ-F>>	1. WDVE-F	1. WDVE-F	1. WWSW-F	1. WWSW-F	1. KDKA >>	1. KDKA >>	1. WSHH-F	1. KDKA	1. KDKA >	1. KDKA >>
2. WDVE-F>	2. WBZZ-F	2. WBZZ-F	2. WDVE-F<	2. KDKA	2. WSHH-F>	2. WBZZ-F	2. KDKA <	2. WBZZ-F	2. WBZZ-F	2. WDVE-F
3. WAMO-F>	3. WAMO-F	3. WWSW-F	3. WBZZ-F	3. WBZZ-F<	3. WTAE	3. WDVE-F	3. WDUE-F	3. WDVE-F	3. WDVE-F	3. WAMO-F
4.	4. WMYG-F<	4. WLTJ-F	4. WLTJ-F	4. WDVE-F<	4. WJAS	4. WSHH-F<	4. WWSW-F	4. WSHH-F	4. WAMO-F	4. WTAE
5.	5. WWSW-F	5. WAMO-F<	5. KDKA	5. WLTJ-F<	5. WDSY-F<	5. WHTX-F	5. WBZZ-F	5. WWSW-F	5. WSHH-F	5. WSHH-F
6.	6. WLTJ-F	6. WHTX-F	6. WHTX-F	6. WSHH-F	6. WWSW-F	6. WWSW-F	6. WLTJ-F	6. WTAE	6. WWSW-F<	6. WJAS
7.	7. WHTX-F	7. KDKA	7. WSHH-F	7. WHTX-F	7. WLTJ-F	7. WLTJ-F	7. WHTX-F	7. WDSY-F	7. WTAE	7. WDSY-F
8.	8.	8.	8. WAMO-F	8.	8.	8.	8. WJAS	WLTJ-F	8.	8.
9.	9.	9.	9.	9.	9.	9.	WTAE	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10. WDSY-F	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WBZZ-F>>	1. WBZZ-F>>	1. WBZZ-F	1. WBZZ-F>	1. WBZZ-F<	1. WDVE-F>>	1. WDVE-F>>	1. WDVE-F>	1. WDVE-F>>	1. WWSW-F<
2. WAMO-F	2. WAMO-F	2. WAMO-F	2. WLTJ-F	2. KDKA <	2. WMYG-F>	2. WMYG-F	2. WWSW-F	2. WWSW-F	2. WDVE-F
3. WDVE-F	3. WLTJ-F	3. WWSW-F	3. WAMO-F	3. WLTJ-F<	3. WAMO-F	3. WWSW-F	3. WMYG-F	3. WMYG-F	3. KDKA >
4. WLTJ-F	4. WWSW-F	4. WLTJ-F	4. WWSW-F	4. WSHH-F	4. WBZZ-F	4. WBZZ-F	4. WBZZ-F	4. WBZZ-F<	4. WHTX-F
5. WMYG-F	5. WDVE-F	5. WHTX-F>	5. WSHH-F	5. WWSW-F	5. WLSW-F	5. WAMO-F	5. WHTX-F	5. WHTX-F	5. WMYG-F
6. WYDD-F	6. WHTX-F	6. WMYG-F	6. WHTX-F	6. WHTX-F	WYDD-F	6.	6. WAMO-F	6. KDKA	6. WBZZ <
7.	7. WMYG-F	7. WDVE-F	7. KDKA	7. WDSY-F	7.	7.	7. WMXP-F	7.	7. WDSY
8.	8.	8.	8.	8. WAMO-F	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

FORMATS	AM	FM	TOTAL	%	FAL 87 %
TOP 40/CHR/CONTEMP		345 (3)	345 (3)	10.4	14.4
AOR/CLASSIC		485 (3)	485 (3)	14.6	13.1
AC/OLDIES/SOFT ROCK	55 (2)	657 (6)	712 (8)	21.4	16.1
MOR/VARIETY/FULL	559 (5)		559 (5)	16.8	18.6
COUNTRY	28 (2)	252 (5)	280 (7)	8.4	5.2
BLACK/URBAN	19 (1)	165 (1)	184 (2)	5.5	6.7
BTFL MUSIC/EZ		297 (1)	297 (1)	8.9	8.8
NEWS/TALK	261 (2)		261 (2)	7.8	9.6
NOSTALGIA	150 (1)		150 (1)	4.5	3.5
RELIGION/GOSPEL		33 (1)	33 (1)	1.0	1.6
SPANISH					
CLASSICAL	16 (1)		16 (1)	0.5	
JAZZ/NEW AGE					
OTHERS/UNKNOWN	10 (1)		10 (1)	0.3	2.5
	1098 (15)	2234 (20)	3332 (35)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAMO	860	Pittsburgh	.5/1.5
WASP	1130	Brownsville	.3/ .8
WBVP	1230	Beaver Falls	.3/1.6
WEDO	810	McKeesport	.4/1.7
WEEP	1080	Pittsburgh	.9/2.4
WELA	104.3	E. Liverpool	.6/1.1
WESA-F	98.3	Charleroi	.5/1.7
WHJB	620	Greensburg	.5/1.9
WIXZ	1360	McKeesport	.4/2.1
WLSW-F	103.9	Scottsdale	.8/1.5
WMBA	1460	Ambridge	.3/ .9
WMBS	590	Uniontown	.9/1.9
WPIT-F	101.5	Pittsburgh	.9/4.6
WSSZ-F	107.1	Greensburg	.4/1.7
WWCS	540	Cannonsburg	.4/1.3
WWKS-F	106.7	Beaver Falls	.6/2.3
WWSW	970	Pittsburgh	.7/2.5
WYTK-F	98.3	Washington	1.1/1.0
WVAQ-F	101.9	Morgantown	.4/ .7
WQXK-F	105.1	Salem	.5/ .7

RADIO STATIONS

AM STATIONS

KDKA, 1020, 50 KW	, MOR	NBC,$185.00	(Group W)	Westinghouse	
KQV , 1410, 5 KW (DA-2)	, NEWS	CBS,US 2,$ 40.00	(---)		
WAMO, 860, 1 KW (DAYS,DA)	, BLACK	SBN,$ NA	(HNWH)	Sheridan	
WEEP, 1080, 50 KW (DAYS,DA)	, OLDIES	ABC-D,$ 33.00	(CBS)	Entercom	
WJAS, 1320, 5 KW (DA-N)	, NOSTALGIA	UPI,$ 46.00	(Eastman)	Renda	
WMBS, 590, 1 KW (DA-N)	, VARIETY	CBS,$ 13.00	(---)		(UNIONTOWN)
WPIT, 730, 5 KW (DAYS)	, RELIGION/GOSPEL	,$ 25.00	(---)	Pyramid	
WTAE, 1250, 5 KW (DA-N)	, TALK/NEWS	US 2,ABC-E,$ 65.00	(Katz)	Hearst	
WWSW, 970, 5 KW (DA-2)	, OLDIES	ABC-I,ABC-D,$ NA	(Mc-Guild)	Shamrock	

FM STATIONS

WAMO, 105.9, 72 KW @ 440,	BLACK	SBN,$ 55.00	(HNWH)	Sheridan	
WBZZ, 93.7, 41 KW @ 547,	CHR	,$137.00	(Banner)	EZ	
WDSY, 107.9, 50 KW @ 500,	COUNTRY	ABC-I,$ 50.00	(CBS)	Entercom	
WDVE, 102.9, 55 KW @ 820,	AOR	SOURCE,$107.00	(Christal)	Great American	
WHTX, 96.1, 50 KW @ 500,	AC	ABC-E,$ 89.00	(Katz)	Hearst	
WLTJ, 92.9, 47 KW @ 890,	SOFT AC	,$ 51.00	(Durpetti)		
WMYG, 96.9, 15 KW @ 930,	CLASSIC ROCK	,$ 61.00	(MMR)		
WPIT, 101.5, 48 KW @ 505,	RELIGION	,$ 25.00	(MMR)	Pyramid	
WSHH, 99.7, 11 KW @ 930,	BTFL/EZ	,$ 78.00	(Eastman)	Renda	
WWKS, 106.7, 50 KW @ 500,	AC	ABC-F,$ 25.00	(Dome)		(BEAVER FALLS)
WWSW, 94.5, 50 KW @ 810,	OLDIES	ABC-D,$100.00	(Mc-Guild)	Shamrock	
WYDD, 104.7, 50 KW @ 500,	CHR	ABC-F,$ 41.00	(Roslin)		
WMXP, 100.7, 20 KW @ 500,	AC	,$ 32.00	(---)	Signature	

CALL LETTER CHANGES

WXXP changes to WMXP (Sept.)

FORMAT CHANGES

WMXP: From AOR to AC (Sept.)

STATION SALES

PORTLAND, ME

Arbitron Rank/Pop (12+): 158/195,100
MSA Rank/Pop: 183/232,700
ADI #71
Average Person Ratings: 15.4
Market TSL: 21.3 Hours

Stations: 18/16
Diaries: 605/322:1/55.5%
Sample Target: 550
% Below Line: 1.7%
% Not Listed: 17.3%

1988 Revenue: $12,200,000
HH Inc.: $33,147
Retail $: 3.0 Bil
Pop per Station: 12,194
#1 Biller: WPOR A/F $2,500,000

12+ METRO	1/4/SHARE	SPG 88	FAL 87	SPG 87	FAL 86	4 BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. WPOR-F (C)	44/14.7	13.8	15.8	13.5	---		100/1230	483/24.8	21.2	22.3	129				WPOR-F
2. WBLM-F (AOR)	43/14.3	16.8	11.2	12.1	---		90/1198	476/24.4	26.3	21.8	93				WBLM-F
3. WYNZ (BB)	20/ 6.7	8.9	9.1	8.4	---		40/ 305	226/11.6	13.8	10.9	9				WYNZ
4. WWGT-F (CHR)	18/ 6.0	6.6	1.1	2.7	---		33/ 743	325/16.7	14.1	8.4	85				WWGT-F
5. WKZS-F (AC)	17/ 5.7	5.9	4.6	5.1	---		60/ 939	298/15.3	15.4	12.8	111				WKZS-F
6. WGAN (MOR)	16/ 5.3	4.9	4.6	3.4	---		23/ 407	292/15.0	15.5	14.6	83				WGAN
WMGX-F (AC)	16/ 5.3	8.9	10.9	6.4	---		39/ 607	341/17.5	18.8	20.1	155				WMGX-F
WTHT-F (CHR)	16/ 5.3	5.9	11.9	11.8	---		72/ 887	330/16.9	16.4	22.7	108				WTHT-F
9. WHOM-F (EZ)	15/ 5.0	3.3	5.6	7.1	---		81/ 331	276/14.1	6.8	12.0	38				WHOM-F
10. WYNZ-F (AC)	14/ 4.7	5.3	3.5	5.7	---		24/ 365	289/14.8	12.1	11.8	121				WYNZ-F
11. WCLZ-F (AOR)	9/ 3.0	1.6	1.4	2.4	---		13/ 309	161/ 8.3	9.0	6.5	190				WCLZ-F
12. WIGY-F (CHR)	6/ 2.0	1.6	2.8	2.6	---		19/ 512	128/ 6.6	8.6	9.8	65				WIGY-F

12+ FM SHARE (METRO): 83.06% (206 OF 248) (FAL 87: 81.03%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WBLM-F	1. WBLM-F>>	1. WBLM-F	1. WPOR-F	1. WPOR-F>	1. WPOR-F>>	1. WPOR-F	1. WPOR-F	1. WBLM-F	1. WBLM-F	1. WGAN >
WWGT-F>>	2. WMGX-F	2. WPOR-F>	2. WBLM-F>	2. WBLM-F	2. WYNZ	2. WBLM-F>	2. WBLM-F>>	WPOR-F>>	2. WGAN	2. WBZ <
3. WTHT-F	3. WPOR-F	3. WMGX-F	3. WMGX-F	3. WMGX-F	3. WHOM-F	3. WGAN	3. WMGX-F	3. WHOM-F	3. WYNZ	3. WPOR-F
4.	4. WTHT-F	4. WTHT-F	4. WCLZ-F	4. WKZS-F	4. WGAN	4. WYNZ	WYNZ	4. WYNZ	4. WWGT-F	4.
5.	5. WWGT-F	5.	WKZS-F	5. WCLZ-F	5. WKZS-F	5. WWGT-F	5. WKZS-F	5. WWGT-F	5. WHOM-	5.
			WTHT-F	WTHT-F					WPOR-	
				WYNZ-F						

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WBLM-F>>	1. WBLM-F>	1. WMGX-F	1. WPOR-F	1. WPOR-F>>	1. WBLM-F>>	1. WBLM-F>>	1. WBLM-F>>	1. WBLM-F>	1. WBLM-F<
2.	2. WMGX-F	WTHT-F	2. WBLM-F	2. WKZS-F	2. WPOR-F	2. WPOR-F	2. WMGX-F	2. WPOR-F>	2. WPOR-F>>
3.	WTHT-F	3. WBLM-F	3. WKZS-F	3. WTHT-F	3. WTHT-F	3. WMGX-F>	3. WPOR-F	3. WMGX-F	3. WMGX-F>
4.	4. WWGT-F	4.	WTHT-F	4. WWGT-F	WYNZ-F	4.	4. WCLZ-F	4. WYNZ-F	4. WYNZ-F
5.	WKZS-F	5.	5. WMGX-F	WCLZ-F	5.	5.	5.	5. WTHT-F	5. WCLZ-F
			WWGT-F	WMGX-F					

FORMATS	AM	FM	TOTAL	%	FAL 87 %
TOP 40/CHR/CONTEMP		40 (3)	40 (3)	16.1	16.6
AOR/CLASSIC		52 (2)	52 (2)	21.0	12.6
AC/OLDIES/SOFT ROCK		47 (3)	47 (3)	19.0	22.5
MOR/VARIETY/FULL	19 (2)		19 (2)	7.7	7.9
COUNTRY		44 (1)	44 (1)	17.7	17.8
BLACK/URBAN					
BTFL MUSIC/EZ		17 (2)	17 (2)	6.9	6.3
NEWS/TALK					
NOSTALGIA	20 (1)		20 (1)	8.1	10.3
RELIGION/GOSPEL					
SPANISH					
CLASSICAL		3 (1)	3 (1)	1.2	1.2
JAZZ/NEW AGE					1.6
OTHERS/UNKNOWN	3 (2)	3 (1)	6 (3)	2.4	3.1
	42 (5)	206 (13)	248 (18)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WJBQ	1590	Gorham	.3/2.0
WLOB	1310	Portland	.7/2.6
WPKM-F	106.3	Scarborough	1.0/3.5
WXGL-F	93.9	Lewiston	1.0/3.6
WBZ	1030	Boston	1.0/3.3
WCME-F	96.7	Boothbay	.7/2.1

RADIO STATIONS

WGAN, 560, 5 KW (DA-1)	, MOR	NBC,$ 20.00	(Katz)	Sunshine	
WYNZ, 970, 5 KW (DA-N)	, NOSTALGIA	CBS,$ 23.00	(Eastman)	Buckley	
WBLM-F, 107.5, 30 KW @ 600	, AOR	,$ 47.00	(Mc-Guild)	Fuller-Jeffrey	(LEWISTON)
WCLZ-F, 98.9, 50 KW @ 400	, ECLECTIC	,$ 22.00	(Christal)		(BRUNSWICK)
WHOM-F, 94.9, 48 KW @ 3760	, BTFL/EZ	,$ 50.00	(Republic)	Barnstable	(MT. WASHINGTON)
WIGY-F, 105.9, 50 KW @ 500	, CHR	ABC-F,$ 20.00	(Republic)		(BATH)
WKZS-F, 99.9, 30 KW @ 650	, SOFT AC	,$ 33.00	(HNWH)		(AUBURN)
WMGX-F, 93.1, 50 KW @ 500	, AC	,$ 37.00	(Katz)	Sunshine	
WPKM-F, 106.3, 3 KW @ 300	, CLASSICAL	,$ 20.00	(CMBS)		
WPOR-F, 101.9, 50 KW @ 492	, COUNTRY	ABC-E,$ 54.00	(Mc-Guild)		
WTHT-F, 102.9, 100 KW @ 1460	, CHR	,$ 38.00	(Banner)	Taylor	
WYNZ-F, 100.9, 3 KW @ 300	, AC	,$ 27.00	(Eastman)	Buckley	
WWGT-F, 97.9, 16 KW @ 900	, CONTEMP	US 1,$ 23.00	(Christal)	Porter	

PORTLAND, OR

Arbitron Rank/Pop (12+): 25/1,334,200

MSA Rank/Pop: 42/1,174,100
ADI #26
Average Person Ratings: 15.9
Marketk TSL: 21.3 Hours

Stations: 24/23
Diaries: 1331/1002:1/52.5%
Sample Target: 1420
% Below Line: 0.7%
% Not Listed: 12.5%

1988 Revenue: $43,800,000
HH/ Inc: $32,454
Retail $: 10.0 Bil
Pop per Station: 58,009
#1 Biller: KINK-F $5,800,000

12+ METRO		1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. KKRZ-F	(CHR)	175/8.2	9.3	9.1	10.8	8.0	9.4	177/ 2965	2758/20.7	20.9	18.6	79	11.8	252	3221	KKRZ-F
2. KXL-F	(EZ)	163/7.7	5.7	4.9	5.4	5.9	5.9	189/ 1906	1571/11.8	9.5	11.0	57	3.3	70	1131	KXL-F
3. KXYQ-F	(CHR)	156/7.3	8.0	5.6	6.7	5.3	6.9	217/ 3076	2262/17.0	13.3	12.5	44	9.6	205	2725	KXYQ-F
4. KINK-F	(AOR)	150/7.1	7.2	6.5	6.9	6.9	6.9	160/ 2091	1890/14.2	13.1	14.5	146	6.8	145	1712	KINK-F
5. KKCW-F	(AC)	140/6.6	6.0	[illegible].7	4.4	4.6	6.1	155/ 2359	2171/16.3	14.8	12.7	135	4.9	105	1794	KKCW-F
6. KXL	(N/T)	132/6.2	7.3	6.9	5.9	7.9	6.6	139/ 2260	2119/15.9	13.2	14.0	73	5.3	113	1359	KXL
7. KEX	(MOR)	117/5.5	5.7	6.3	7.6	5.7	6.3	136/ 1920	1678/12.6	13.2	13.5	104	5.3	113	1388	KEX
8. KUPL-F	(C)	111/5.2	8.1	5.7	6.4	5.9	6.4	150/ 1896	1491/11.2	10.6	9.9	129	5.5	117	1098	KUPL-F
9. KGON-F	(AOR)	97/4.6	5.0	5.0	4.5	5.6	4.8	115/ 1796	1635/12.3	13.0	12.7	96	7.4	157	2206	KGON-F
10. KMJK-F	(AOR)	92/4.3	5.2	5.2	4.2	5.1	4.7	108/ 1553	1348/10.1	10.8	10.7	144	5.3	114	1602	KMJK-F
11. KYTE-F	(CL)	76/3.6	3.8	3.1	2.8	5.3	3.3	80/ 1561	1462/11.0	8.3	10.0	103	3.5	75	1028	KYTE-F
12. KKSN-F	(AC)	72/3.4	3.9	4.7	4.5	2.4	4.1	82/ 1383	1213/ 9.1	10.5	7.8	159	3.4	73	1306	KKSN-F
KYTE	(BB)	72/3.4	3.7	4.1	5.1	3.6	4.1	76/ 1021	960/ 7.2	6.5	8.6	50	2.3	50	816	KYTE
14. KZRC	(AOR)	55/2.6	--	.6	--	--	.8	61/ 256	237/ 1.8	1.7	--	69	.9	19	280	KZRC
15. KPDQ-F	(R/G)	47/2.2	1.5	1.8	1.7	1.5	1.8	53/ 883	808/ 6.1	5.0	4.4	100	2.3	49	711	KPDQ-F
16. KGW	(AC)	45/2.1	1.8	3.1	4.7	4.9	2.8	51/ 1610	1380/10.3	12.1	14.4	133	2.1	45	1047	KGW
KWJJ-F	(C)	35/1.6	2.3	3.4	3.1	3.5	2.6	43/ 807	681/ 5.1	7.6	8.7	106	3.5	74	967	KWJJ-F
18. KBMS	(?)	35/1.6	.5	.8	--	--	.7	37/ 387	314/ 2.4	1.1	--	69	--	--	--	KBMS

12+ FM SHARE (METRO): 71.49% (1329 of 1859) (FAL 87: 66.44%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KKRZ-F<	1. KKRZ-F	1. KINK-F	1. KINK-F	1. KINK-F	1. KXL-F	1. KKRZ-F	1. KXL-F	1. KKRZ-F	1. KXYQ-F>	1. KXL
2. KXYQ-F>>	2. KINK-F	2. KKCW-F	2. KKCW-F	2. KKCW-F	2. KXL	2. KKCW-F<	2. KKCW-F	KXL-F	2. KINK-F<	2. KEX
3.	KXYQ-F	3. KKRZ-F	3. KKRZ-F	3. KUPL-F<	3. KEX	3. KEX	KKRZ-F	3. KXYQ-F<	3. KKRZ-F	3. KKCW-F
4.	4. KMJK-F	4. KXYQ-F	4. KMJK-F	4. KKRZ-F	4. KUPL-F	4. KXL	4. KINK-F	4. KINK-F	4. KGON-F	4. KGON-F
5.	5. KKCW-F	5. KMJK-F<	5. KKSN-F<	5. KMJK-F	5. KYTE	5. KINK-F	5. KXL	5. KKCW-F	5. KXL-F<	KINK-F
6.	6. KGON-F	6. KGON-F	6. KUPL-F	6. KEX	6. KINK-F	6. KXL-F	6. KEX	6. KMJK-F	6. KXL	6. KXL-F
7.	7. KZRC-F	7.	7. KEX	7. KKSN-F	7. KKCW-F	7. KUPL-F	7. KUPL-F	7. KUPL-F<	7. KEX	7. KXYQ-F
8.	8.	8.	8.	8.	8.	KXYQ-F	8.	8. KXL	8.	8.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KXYQ-F>	1. KKCW-F<	1. KINK-F	1. KKCW-F>	1. KKCW-F
2. KKRZ-F	2. KKRZ-F	2. KKCW-F	2. KINK-F<	2. KINK-F
3. KGON-F	3. KINK-F	3. KKRZ-F>	3. KKRZ-F	3. KUPL-F
4. KKCW-F	4. KXYQ-F>	4. KMJK-F	4. KXYQ-F	4. KKRZ-F
KZRC-F	5. KGON-F	5. KKSN-F	5. KUPL-F	5. KEX
6. KBMS	KMJK-F	6.	6. KGON-F	6. KXL-F
7.	7. KZRC-F	7.	7.	7. KKSN-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KKYQ-F>	1. KMJK-F	1. KMJK-F>	1. KINK-F	1. KINK-F
2. KGON-F	2. KKRZ-F	2. KKRZ-F	2. KMJK-F	2. KMJK-F
3. KKRZ-F	3. KGON-F	3. KINK-F	3. KKRZ-F<	3. KKCW-F
4. KZRC-F	KXYQ-F	4. KGON-F	4. KGON-F	4. KGON-F
5. KINK-F>	5. KINK-F	5. KKCW-F	5. KXYQ-F	KKRZ-F<
6. KMJK-F	6. KZRC-F	6. KZRC-F	6. KKCW-F	6. KKSN-F
7.	7.	7.	7. KKSN-F	7. KUPL-F
				8. KEX

FORMATS	AM	FM	TOTAL	%	FAL 87 %
TOP 40/CHR/CONTEMP		331 (2)	331 (2)	17.9	14.6
AOR/CLASSIC	55 (1)	339 (3)	394 (4)	21.3	19.3
AC/OLDIES/SOFT ROCK	63 (3)	212 (2)	275 (5)	14.8	15.3
MOR/VARIETY/FULL	117 (1)		117 (1)	6.3	6.2
COUNTRY	40 (2)	156 (3)	196 (5)	10.6	14.1
BLACK/URBAN					
BTFL/EZ		163 (1)	163 (1)	8.8	6.5
NEWS/TALK	132 (1)		132 (1)	7.1	8.6
NOSTALGIA	72 (1)		72 (1)	3.9	4.7
RELIGION/GOSPEL	16 (1)	47 (1)	63 (2)	3.4	3.5
SPANISH					
CLASSICAL		76 (1)	76 (1)	4.1	5.8
JAZZ/NEW AGE					
OTHERS/UNKNOWN	35 (1)		35 (1)	1.9	1.4
			1854 (24)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KKSN	910	Vancouver	.3/2.4
KPDQ	800	Portland	.8/3.4
KSGO	1520	Oregon City	.5/3.4
KUPL	1330	Portland	1.0/2.5
KWJJ	1080	Portland	.9/3.7
KFAT-F	106.1	Corvallis	.7/1.4

RADIO STATIONS

AM STATIONS

KEX ,	1190,	50 KW (DA-1)	, MOR	ABC-I,	$ 86.00	(Katz)	Great American
KGW ,	620,	5 KW (DA-N)	, OLDIES	APR,	$ 81.00	(MMR)	King
KKEY,	1150,	5 KW (DAYS-DA)	, RELIGION	MBS,	$ 26.00	(---)	
KKSN,	910,	5 KW (DA-2)	, OLDIES	,	$ 30.00	(Eastman)	Heritage
KKUL,	1410,	5 KW (DAYS)	, ??	,	$ NA	(---)	
KPDQ,	800,	1 KW (DAYS, DA)	, RELIGION	,	$ 25.00	(---)	Salem
KSGO,	1520,	50 KW/10 KW(DA-1)	, OLDIES	,	$ 31.00	(HNWH)	Ackerly
KUIK,	1360,	5 KW (DA-N)	, VARIETY	,	$ 20.00	(---)	
KUPL,	1330,	5 KW (DA-1)	, COUNTRY	APR,	$ NA	(Banner)	Scripps-Howard
KWJJ,	1080,	50 KW/10 KW(DA-2)	, COUNTRY	ABC-E,	$ 35.00	(Republic)	Park
KXL ,	750,	50 KW/10 KW(DA-1)	, NEWS/TALK	NBC,	$ 72.00	(Mc-Guild)	Alexander
KYTE,	970,	5 KW (DA-1)	, NOSTALGIA	CBS,	$ 39.00	(Christal)	Henry

FM STATIONS

KGON,	92.3,	100 KW @ 920,	AOR	,	$ 87.00	(HNWH)	Ackerly	
KINK,	101.9,	100 KW @ 1611,	AOR	,	$101.00	(MMR)	King	
KKCW,	103.3,	100 KW @ 1654,	AC	,	$ 74.00	(Durpetti)	Trumper	
KKSN,	97.1,	100 KW @ 980,	OLDIES	,	$ 55.00	(Eastman)	Heritage	
KKRZ,	100.3,	100 KW @ 920,	CHR	ABC-F,	$ 84.00	(Katz)	Great American	
KMJK,	106.7,	100 KW @ 877,	CLASSIC ROCK	Source,	$ 51.00	(Christal)		
KPDQ,	93.7,	100 KW @ 247,	RELIGION	,	$ 24.00	(---)	Salem	
KUPL,	98.5,	100 KW $ 1100,	COUNTRY	APR,	$ 65.00	(Banner)	Scripps-Howard	
KWJJ,	99.5,	100 KW @ 920,	COUNTRY	ABC-E,	$ 48.00	(Republic)	Park	
KXL ,	95.5,	100 KW @ 920,	BTFL/EZ	,	$ 60.00	(Mc-Guild)	Alexander	
KXKQ,	105.1,	100 KW @ 1099,	CHR	ABC-C,	$ 53.00	(Banner)	Daytona	(SALEM)
KYTE,	101.1,	100 KW @ 635,	CLASSICAL	,	$ 50.00	(Christal)	Henry	

CALL LETTER CHANGES

KVIX changes to KLVS

FORMAT CHANGES

KLVS: From all 'ELVIS' as of October

SALES

KKUL: Sold for $225,000

PORTSMOUTH - DOVER - ROCHESTER

Arbitron Rank/Pop (12+): 117/318,900

MSA Rank/Pop: 141/332,100
Boston ADI
Average Person Ratings: 16.7
Market TSL: 22.0 Hours

Stations: 29/8
Diaries: 771/414:1/52.7%
Sample Target: 680
% Below Line: 50.1%
% Not Listed: 13.0%

1988 Revenue: $9,800,000
HH Inc.: $38,647
Retail $: 3.2 Bil
Pop per Station: 39,863
#1 Biller: WOKQ-F $3,200,000

12+ METRO	1/4/SHARE	SPG 88	FAL 87	SPG 87	FAL 86	4 BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. WOKQ-F (C)	60/11.3	12.7	12.9	13.0	---		64/678	595/18.7	24.1	22.3	88				WOKQ-F
2. WHEB-F (AOR)	49/ 9.2	8.6	5.2	10.9	---		51/611	552/17.3	19.3	16.0	86				WHEB-F
3. WSSH-F (AC)	31/ 5.8	5.3	7.9	5.9	---		31/541	541/17.0	13.8	16.8	117				WSSH-F
4. WHOM-F (EZ)	21/ 4.0	2.9	4.0	2.9	---		41/439	248/ 7.8	9.1	8.7	80				WHOM-F
WRKO (T)	21/ 4.0	4.5	4.2	4.0	---		25/381	323/10.1	9.1	7.8	90				WRKO
WBZ (MOR)	21/ 4.0	4.3	6.9	6.1	---		22/314	307/ 9.6	11.3	13.7	90	—			WBZ
7. WZID-F (EZ)	20/ 3.8	3.1	2.4	4.6	---		22/254	194/ 6.1	6.2	5.6	76				WZID-F
8. WERZ-F (CHR)	19/ 3.6	6.2	4.8	6.3	---		19/359	359/11.3	14.8	17.9	119				WERZ-F
WQMI-F (AC)	19/ 3.6	.4	.8	---	---		19/252	252/ 7.9	1.3	2.4	131				WQMI-F
10. WBCN-F (AOR)	17/ 3.2	4.5	4.8	4.2	---		17/327	293/ 9.2	9.5	10.9	156				WBCN-F

12+ FM SHARE (METRO): 81.60% (377 OF 462) (FAL 87: 84.49%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WTHT-F>	1. WHEB-F>>	1. WHEB-F>	1. WOKQ-F	1. WOKQ-F	1. WOKQ-F>>	1. WOKQ-F>	1. WOKQ-F	1. WOKQ-F<	1. WHEB-F	1. WBZ >>
2. WHEB-F	2. WBCN-F	2. WOKQ-F	2. WHEB-F	2. WHEB-F	2. WSSH-F	2. WHEB-F>	2. WHEB-F	2. WHEB-F>	WBZ >	2. WOKQ-F
WZOU-F	3. WERZ-F	3. WSSH-F	3. WSSH-F	3. WSSH-F	3. WZID-F	3. WSSH-F<	3. WSSH-F	3. WSSH-F	3. WERZ-F	3. WHEB-F
4. WERZ-F	4. WCGY-F	4. WBCN-F	4. WBCN-F	4. WBCN-F	WHOM-F	4. WRKO	4. WZID-F	4. WRKO	4. WZOU-F	WCGY-F
WHOB-F	WGIR-F	5. WERZ-F	5. WERZ-F	5.	5. WBZ	5.	5.	5.	WOKQ-F	5.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WHEB-F	1. WHEB-F>	1. WHEB-F	1. WSSH-F	1. WOKQ-F>	1. WHEB-F	1. WHEB-F>>	1. WHEB-F<	1. WHEB-F>	1. WOKQ-F
2. WSSH-F	2. WERZ-F	2. WERZ-F	2. WHEB-F	WSSH-F	2. WGIR-F	2. WBCN-F	2. WBCN-F	2. WOKQ-F	2. WHEB-F
WHOB-F	3. WSSH-F	3. WLYT-F	3. WOKQ-F	3. WHOM-F	3.	3. WGIR-F	3.	3. WBCN-F	3. WBCN-F
4. WTHT-F	4.	4.	4. WERZ-F	WHEB-F	4.	4. WCGY-F	4.	4. WGIR-F	4. WQMI-F
WXKS-F	5.	5.	5.	WERZ-F	5.	WOKQ-F	5.	5.	5.
WQMI-F						WERZ-F			

FORMATS	AM	FM	TOTAL	%	FAL 87 %
TOP 40/CHR/CONTEMP		66 (5)	66 (5)	14.3	14.4
AOR/CLASSIC		93 (5)	93 (5)	20.1	18.9
AC/OLDIES/SOFT ROCK	14 (1)	114 (8)	128 (9)	27.7	22.2
MOR/VARIETY/FULL	39 (3)		39 (3)	8.4	13.0
COUNTRY		63 (2)	63 (2)	13.6	14.4
BLACK/URBAN					
BTFL MUSIC/EZ		41 (2)	41 (2)	8.9	7.6
NEWS/TALK	32 (3)		32 (3)	6.9	5.8
NOSTALGIA					
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					1.1
JAZZ/NEW AGE					
OTHERS/UNKNOWN					2.5
	85 (7)	377 (22)	462 (29)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCDQ-F	92.1	Sanford	1.1/3.9
WKOS	930	Rochester	2.6/4.6
WKOS-F	96.7	Rochester	2.8/8.7
WTSN	1270	Dover	2.6/6.0
WGIR	610	Manchester	.4/1.9
WGIR-F	101.1	Manchester	2.8/9.7
WHOB-F	106.3	Nashua	1.7/4.4
WTHT-F	102.9	Portland, ME	2.6/6.5

See Boston for more information about the following:

WBOS-F	.6/2.3	WROR-F	2.1/6.2
WCGY-F	2.6/8.3	WVBF-F	.4/2.4
WEEI	1.7/5.0	WXKS-F	1.7/5.1
WHDH	.8/4.3	WZLX-F	1.1/4.6
WLYT-F	2.1/6.6	WZOU-F	2.8/8.4
WODS-F	2.1/7.6		

RADIO STATIONS

WKOS, 930, 5 KW (DA-2)	, AC (?)	CBS,$ 14.00	(Christal)		
WMYF, 1540, 5 KW (DAYS)	, MOR/AC	,$ 11.00	(Mc-Guild)	Precision	
WQMI, 1380, 1 KW (DA-N)	, OLDIES	,$ 12.00	(Katz)		
WTSN, 1270, 5 KW (DA-2)	, MOR	ABC-I,$ 20.00	(Torbet)		
WCDQ-F, 92.1, 3 KW @ 300, CLASSIC ROCK		,$ 15.00	(---)		
WERZ-F, 107.1, 3 KW @ 300, CHR		,$ 41.00	(Mc-Guild)	Precision	
WHEB-F, 100.3, 32 KW @ 140, AOR		UPI,$ 47.00	(Banner)	Knight	
WKOS-F, 96.7, 3 KW @ 280, AC		,$ 16.00	(Christal)		
WOKQ-F, 97.5, 50 KW @ 350, COUNTRY		,$ 75.00	(Mc-Guild)	Fuller-Jeffrey	
WLYT-F, 92.5, 25 KW @ 710, AC		,$ 30.00	(---)		(HAVERHILL, MA)

Other ranked stations - See Manchester, Boston or Portland

PROVIDENCE

Arbitron Rank/Pop (12+): 28/1,259,400

MSA Rank/Pop: 58/904,800
ADI#43
Average Person Ratings: 19.0
Market TSL: 25.5 Hours

Stations: 40/22
Diaries: 1432/879:1/49.1%
Sample Target: 1370
% Below Line: 17.5%
% Not Listed: 8.7%

1988 Revenue: $28,000,000
HH/ Inc: $34,268
Retail $: 6.6 Bil
Pop per Station: 57,245
#1 Biller: WPRO-F $5,400,000

12+ METRO		1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4BOOK AVG	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. WPRO-F	(CHR)	307/12.8	14.3	16.8	15.4	13.5	14.8	326/4420	3901/31.0	36.4	32.2	98	14.7	334	4473	WPRO-F
2. WLKW-F	(EZ)	213/ 8.9	8.0	12.4	10.5	11.3	10.0	215/2301	2190/17.4	19.6	19.4	79	7.0	160	1692	WLKW-F
3. WHJY-F	(AOR)	202/ 8.4	8.2	7.9	8.4	9.7	8.2	235/2978	2489/19.8	18.6	21.9	111	10.8	246	3012	WHJY-F
4. WSNE-F	(AC)	146/ 6.1	4.0	5.4	4.0	5.6	4.9	163/2142	1867/14.8	15.5	14.2	141	6.7	153	1582	WSNE-F
WWLI-F	(AC)	146/ 6.1	6.1	4.9	6.0	6.3	5.8	153/1915	1727/13.7	12.2	12.7	141	4.6	105	938	WWLI-F
6. WHJJ	(N/T)	128/ 5.3	6.9	6.3	6.7	7.1	6.3	128/1748	1748/13.9	12.3	12.7	64	5.8	132	1227	WHJJ
7. WPRO	(MOR)	86/ 3.6	4.8	4.4	5.7	5.0	4.6	86/1607	1577/12.5	14.7	15.5	67	3.6	81	1354	WPRO
8. WMYS-F	(AC)	71/ 3.0	1.7	1.7	2.7	1.8	2.3	75/1028	874/ 6.9	6.8	5.2	153	1.9	43	541	WMYS-F
9. WBRU-F	(AOR)	68/ 2.8	3.8	2.2	2.7	3.3	2.9	78/1595	1354/10.8	10.3	11.7	121	3.3	76	1306	WBRU-F
10. WHIM	(C)	62/ 2.6	1.9	2.2	3.3	1.5	2.5	62/ 520	520/ 4.1	3.5	2.9	81	2.1	47	466	WHIM
11. WWAZ	(BB)	57/ 2.4	2.3	2.1	1.3	1.6	2.0	57/ 624	617/ 4.9	5.1	5.0	29	1.2	28	354	WWAZ
12. WWRX-F	(AOR)	56/ 2.3	2.6	2.1	2.2	2.0	2.3	109/1555	886/ 7.0	7.6	6.0	130	2.0	45	675	WWRX-F

12+ FM SHARE (METRO): 73.97% (1620 of 2190) (FAL 87: 71.61%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WPRO-F>>	1. WPRO-F<	1. WPRO-F	1. WPRO-F	1. WPRO-F	1. WLKW-F>	1. WPRO-F>	1. WLKW-F	1. WPRO-F>	1. WPRO-F>>	1. WPRO-F
2. WHJY-F>	2. WHJY-F>	2. WHJY-F>	2. WHJY-F	2. WHJY-F	2. WHJJ	2. WHJY-F	2. WHJY-F	2. WLKW-F	2. WKJY-F>	2. WSAR<
3. WBRU-F	3. WSNE-F>	3. WSNE-F	3. WSNE-F	3. WSNE-F	3. WWLI-F	3. WLKW-F	3. WPRO-F	3. WHJY-F	3. WSNE-F	3. WHJJ
4.	4. WWLI-F	4. WWLI-F>	WWLI-F	WWLI-F	4. WPRO-F<	4. WHJJ	4. WWLI-F	4. WWLI-F	4. WHJJ<	4. WHJY-F
5.	5. WBRU-F	5.	5.	5. WLKW-F	5. WPRO	5. WPRO	5. WSNE-F>	5. WSNE-F	5. WBSM	5. WLKW-F
6.	6. WZLX-F<	6.	6.	6.	6. WSNE-F	6. WWLI-F	6. WHJJ	6. WHJJ	6. WLKW-F	6. WSNE-F
7.	7. WWRX-F	7.	7.	7.	7.	7.	7.	7.	7.	7.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WPRO-F>>	1. WPRO-F>>	1. WPRO-F>	1. WPRO-F>>	1. WPRO-F>
2. WHJY-F	2. WHJY-F	2. WHJY-F	2. WWLI-F	2. WWLI-F
3. WWKX-F	3. WSNE-F	WSNE-F	3. WSNE-F	3. WSNE-F>
4 WSNE-F	4. WWLI-F>	4. WWLI-F	4. WHJY-F>	4. WHJY-F
WWLI-F	5.	5. WMYS-F	5.	WMYS-F
6.	6.	6.	6.	6. WLKW-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WHJY-F	1. WHJY-F>	1. WHJY-F>>	1. WHJY-F>	1. WHJY-F>
2. WPRO-F>>	2. WPRO-F	2. WPRO-F	2. WPRO-F	2. WLKW-F
3. WSNE-F>	3. WSNE-F	3. WSNE-F	3. WSNE-F	3. WPRO-F
4. WZLX-F	4. WZLX-F	4. WZLX-F	4. WWLI-F<	4. WSNE-F
5. WWRX-F	5. WBRU-F	5. WBRU-F	5. WZLX-F	5. WWLI-F
6.	WWRX-F	6.	6. WBRU-F	6.

FORMATS	AM	FM	TOTAL	%	FAL 87 %
TOP 40/CHR/COMTEMP		366 (3)	366 (3)	16.7	17.4
AOR/CLASSIC		457 (7)	457 (7)	20.9	18.9
AC/OLDIES/SOFT ROCK	29 (1)	459 (7)	488 (8)	22.3	18.8
MOR/VARIETY/FULL	174 (6)		176 (6)	7.9	7.7
COUNTRY	62 (1)	24 (1)	86 (2)	3.9	3.5
BLACK/URBAN					
BTFL/EZ		233 (2)	233 (2)	10.6	13.7
NEWS/TALK	248 (7)		248 (7)	11.3	12.2
NOSTALGIA	57 (1)	44 (1)	101 (2)	4.6	3.9
RELIGION					0.3
SPANISH					
CLASSICAL		13 (1)	13 (1)	0.6	0.5
JAZZ/NEW AGE					
OTHERS/UNKNOWN		24 (2)	24 (2)	1.1	3.0
			2190 (40)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WADK	1540	Newport	.5/1.0
WALE	1400	Fall River	1.1/2.1
WBSM	1420	New Bedford	2.0/3.3
WICE	550	Pawtucket	1.2/4.1
WNBH	1340	New Bedford	.8/2.2
WNRI	1380	Woonsocket	.4/1.1
WOTB-F	100.3	Middletown	.6/1.9
WSAR	1480	Fall River	.4/1.6
WWKX-F	106.3	Woonsocket	1.8/4.6
WWON	1240	Woonsocket	.7/2.1
WAAF-F	107.3	Worcester	.7/3.5
WBCN-F	104.1	Boston	1.0/3.3
WBOS-F	92.9	Brookline	1.0/2.5
WBZ	1030	Boston	1.3/3.4
WCRB-F	102.5	Waltham	.5/1.5
WEEI	590	Boston	.5/2.4
WHDH	850	Boston	.3/1.3
WJIB-F	96.9	Boston	.8/2.0
WODS-F	103.3	Boston	2.3/7.1
WPLM-F	99.1	Plymouth	1.8/4.3
WQGN-F	105.5	Groton	.5/1.1
WRKO	680	Boston	.6/1.5
WROR-F	98.5	Boston	.5/1.8
WVBF-F	105.7	Framingham	.7/1.6
WVVE-F	102.3	Stonington	.5/ .9
WXKS-F	107.9	Medford	.9/4.5
WZLX-F	100.7	Boston	2.0/4.3
WZOU-F	94.5	Boston	1.6/5.0

RADIO STATIONS

AM STATIONS

WHIM,	1110,	5 KW/250 W (DA-N)	, COUNTRY	CBS,	$ 24.00 (K & P)	
WHJJ,	920,	5 KW (DA-N)	, NEWS/TALK	ABC-I,	$ 57.00 (Katz)	Griffin
WICE,	550,	1 KW/500 W (DA-N)	, OLDIES	ABC-D,	$ 21.00 (Republic)	
WPRO,	630,	5 KW (DA-N)	, MOR/AC	ABC-I,	$ 64.00 (Banner)	Cap Cities/ABC
WWAZ,	790,	5 KW (DA-N)	, NOSTALGIA	SMN,	$ 34.00 (Mc-Guild)	Eastern

FM STATIONS

WBRU-F,	95.5	20 KW @ 440, AOR	Source,	$ 44.00 (MMR)		
WHJY-F,	94.1,	50 KW @ 500, AOR	ABC-R,	$ 91.00 (Katz)	Griffin	
WLKW-F,	101.5,	50 KW @ 500, BTFL/EZ	,	$ 74.00 (Christal)	Wilks-Schwartz	
WPRO-F,	92.3,	39 KW @ 550, CHR	ABC-C,	$101.00 (Banner)	Cap Cities/ABC	
WSNE-F,	93.3,	50 KW @ 500, AC	,	$ 54.00 (Eastman)	Beck-Ross	(TAUNTON)
WWLI-F,	105.1,	50 KW @ 500, SOFT AC	Trans,	$ 68.00 (Mc-Guild)	Eastern	
WWRX-F,	103.7,	50 KW @ 500, AOR (?)	,	$ 38.00 (Durpetti)		(WESTERLY)
WMYS-F,	98.1,	50 KW @ 500, AC	,	$ 40.00 (---)	Hall	

NOTES: WHIM sold for $700,000. WHJJ, WHJY-F sold by Federal to Griffin for $27,000,000 (E) (Blackburn.)
WWAZ, WWLI-F from Eastern to Zimmerman for $16,500,000 (E) (Blackburn).
WWAZ changes format from NOSTALGIA to CLASSICAL (Jan.)

RALEIGH - DURHAM

Arbitron Rank/Pop (12+): 61/575,000

MSA Rank/Pop: 70/679,000
ADI #34
Average Person Ratings: 17.1
Market TSL: 22.5 Hours

Stations: 26/22
Diaries: 1006/572:1/53.1%
Sample Target: 890
% Below Line: 2.8%
% Not Listed: 17.2%

1988 Revenue: $27,200,000
HH Inc.: $34,512
Retail $: 4.7 Bil
Pop per Station: 26,136
#1 Biller: WRAL-F $4,700,000

12+ METRO	1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4 BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. WRDU-F (AOR)	103/10.5	10.9	10.7	8.3	6.5	10.1	198/2265	1227/21.3	19.6	14.9	102	11.6	115	1118	WRDU-F
2. WQDR-F (C)	87/ 8.8	6.0	7.3	7.4	9.1	7.4	220/2454	874/15.2	13.8	17.3	117	9.8	97	331	WQDR-F
3. WPCG-F (CHR)	84/ 8.5	10.3	9.0	9.4	6.7	9.3	163/2944	1330/23.1	23.1	19.2	65	8.6	85	1363	WPCG-F
4. WQOK-F (B)	81/ 8.2	7.1	6.5	6.4	7.4	7.1	154/1564	806/14.0	11.5	10.6	110	9.1	90	858	WQOK-F
5. WPTF (N/T)	78/ 7.9	9.0	6.5	8.2	8.9	7.9	105/1419	856/14.9	14.5	16.3	44	6.0	60	777	WPTF
6. WRAL-F (AC)	67/ 6.8	7.5	6.5	9.4	9.9	7.6	229/3273	1081/18.8	16.7	22.4	144	7.3	72	1089	WRAL-F
7. WFXC-F (B)	54/ 5.5	6.1	7.0	9.2	3.1	7.0	65/1026	846/14.7	13.3	9.5	80	11.0	109	1041	WFXC-F
8. WYLT-F (AC)	45/ 4.6	5.7	4.2	3.6	6.3	4.5	73/1247	715/12.4	10.1	14.0	152	3.5	35	649	WYLT-F
9. WZZU-F (CHR)	28/ 2.8	2.4	3.2	2.8	4.1	2.8	66/1796	799/13.9	12.5	13.5	64	3.4	34	753	WZZU-F
10. WDUR (B)	27/ 2.7	2.1	3.6	3.6	3.2	3.0	27/ 281	270/ 4.7	5.6	4.0	89	1.3	13	276	WDUR
11. WTRG-F (AC)	23/ 2.3	2.5	5.2	3.9	3.7	3.5	96/1479	617/10.7	13.8	13.8	143	1.5	15	434	WTRG-F
12. WDNC (BB)	22/ 2.2	2.6	2.4	2.5	3.3	2.4	28/ 492	358/ 6.2	6.0	8.2	27	2.3	23	319	WDNC

12+ FM SHARE (METRO): 75.34% (614 OF 815) (FAL 87: 69.21%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WDCG-F>>	1. WRDU-F>	1. WRDU-F	1. WRDU-F	1. WRDU-F	1. WPTF	1. WRDU-F<	1. WQDR-F<	1. WRDU-F	1. WQOK-F	1. WFXC-F
2. WFXC-F	2. WQOK-F	2. WQOK-F	2. WQOK-F	2. WQDR-F	2. WQDR-F>	2. WPTF	2. WRDU-F	2. WQDR-F	2. WDCG-F	2. WPTF
3. WZZU-F>	WDCG-F>	3. WDCG-F	WRAL-F	3. WRAL-F	3. WRAL-F	3. WQDR-F	3. WRAL-F<	3. WDCG-F	3. WFXC-F	3. WYLT-F
4. WQOK-F	4. WFXC-F	4. WRAL-F	4. WQDR-F>	4. WQOK-F	4. WYLT-F	4. WDCG-F	4. WDCG-F	4. WQOK-F	4. WRDU-F	4. WDCG-F
WRDU-F	5. WRAL-F	5. WQDR-F	5. WYLT-F	5. WYLT-F	5. WDNC	5. WRAL-F	5. WPTF	5. WRAL-F	5. WPTF	WRAL-F
						6. WQOK-F		6. WPTF		
								WFXC-F		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WDCG-F>	1. WDCG-F	1. WQOK-F	1. WQOK-F	1. WRAL-F	1. WRDU-F>	1. WRDU-F>>	1. WRDU-F>>	1. WRDU-F>>	1. WRDU-F>
2. WRDU-F	2. WQOK-F<	2. WRDU-F	WDCG-F	2. WQDR-F	2. WDCG-F	2. WQOK-F	2. WQOK-F	2. WQOK-F	2. WQDR-F
3. WQOK-F>	3. WRDU-F>	3. WRAL-F	3. WRDU-F	3. WQOK-F	3. WFXC-F	3. WDCG-F	3. WRAL-F	3. WQDR-F	3. WQOK-F
4.	4. WRAL-F	4. WDCG-F	4. WRAL-F	4. WYLT-F	4. WQOK-F	4. WFXC-F	4. WDCG-F	4. WDCG-F	WRAL-F>
5.	5. WFXC-F	WFXC-F	5. WQDR-F	5. WRDU-F	5.	5. WRAL-F	WQDR-F	5. WRAL-F	5. WYLT-F
			6. WYLT-F	6. WDCG-F		6. WQDR-F		6. WFXC-F	6. WDCG-F

FORMATS	AM	FM	TOTAL	%	FAL 87 %
TOP 40/CHR/CONTEMP		112 (2)	112 (2)	13.7	12.5
AOR/CLASSIC		110 (2)	110 (2)	13.5	8.5
AC/OLDIES/SOFT ROCK	17 (2)	135 (3)	152 (5)	18.7	24.3
MOR/VARIETY/FULL					0.6
COUNTRY	5 (1)	101 (2)	106 (3)	13.0	14.1
BLACK/URBAN	39 (2)	142 (4)	181 (6)	22.2	21.7
BTFL MUSIC/EZ		14 (1)	14 (1)	1.7	
NEWS/TALK	78 (1)		78 (1)	9.6	10.2
NOSTALGIA	22 (1)		22 (1)	2.7	3.9
RELIGION/GOSPEL	16 (2)		16 (2)	2.0	0.7
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
OTHERS/UNKNOWN	24 (3)		24 (3)	2.9	3.3
	291 (12)	614 (14)	815 (26)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAUG	500	New Hope	.3/1.0
WAZZ-F	103.9	Fuquay	1.4/3.5
WCHL	1360	Chapel Hill	.4/1.9
WCLY	1550	Raleigh	1.7/1.7
WKIX	850	Raleigh	1.4/5.1
WLLE	570	Raleigh	1.2/4.5
WPJL	1240	Raleigh	.3/2.0
WSRC	1410	Durham	1.3/2.5
WTIK	1310	Durham	.5/ .9
WYRN	1480	Louisburg	.3/1.4
WZFX-F	99.1	Whiteville	.4/1.7
WKRR-F	92.3	Asheboro	.7/3.6
WPCM-F	101.1	Burlington	1.4/3.7
WQMG-F	97.1	Greensboro	.3/1.6

RADIO STATIONS

WCLY, 1550, 1 KW	, BLACK	NBN,$ 16.00	(---)		
WDNC, 620, 5 KW/1 KW (DA-2)	, NOSTALGIA	CBS,$ 27.00	(Republic)		
WDUR, 1490, 1 KW	, BLACK	NBN,ABC-R,$ 24.00	(Eastman)	Pinnacle	
WKIX, 850, 10 KW/5 KW (DA-N)	, OLDIES	US 2,$ 22.00	(Mc-Guild)	Metroplex	
WLLE, 570, 500 W (DAYS)	, BLACK	SBN,$ 20.00	(Sp. Mkts.)		
WPTF, 680, 50 KW (DA-N)	, TALK/MOR	NBC,ABC-I,$ 73.00	(Mc-Guild)	Durham Life	
WTIK, 1310, 5 KW/1 KW (DA-1)	, COUNTRY	MBS,$ 17.00	(Golden)		
WDCG-F, 95.1, 99 KW @ 1141	, CHR	ABC-F,$ 65.00	(Republic)		
WFXC-F, 107.1, 3 KW @ 300	, BLACK	,$ 46.00	(Eastman)	Pinnacle	
WQDR-F, 94.7, 100 KW @ 1025	, COUNTRY	ABC-E,$ 64.00	(Mc-Guild)	Durham Life	
WRAL-F, 101.5, 100 KW @ 1900	, AC	,$105.00	(Katz)	Capitol-Goodmon	
WRDU-F, 106.1, 100 KW @ 1350	, AOR	SOURCE,$ 81.00	(MMR)	Voyager	
WYLT-F, 96.1, 98 KW @ 930	, SOFT AC	,$ 55.00	(Mc-Guild)	Metroplex	
WZZU-F, 93.9, 100 KW @ 1811	, CHR	,$ 50.00	(Torbet)	Village	
WTRG-F, 100.7, 100 KW @ 1968	, AC	,$ 57.00	(Banner)	Capitol-Johnson	
WQOK-F, 97.5, 100 KW @ 1020	, BLACK	ABC-C,$ 40.00	(HNWH)	Joyner	(S. BOSTON, VA)

MISCELLANEOUS COMMENTS WKTC-F (Tarboro) sold to Osborn for $3,800,000...

Arbitron Rank/Pop (12+): 141/240,800

MSA Rank/Pop: 180/238,000
ADI #121
Average Person Ratings: 16.2
Market TSL: 22.0 Hours

Stations: 17/17
Diaries: 659/365:1/51.5%
Sample Target: 610
% Below Line: 0 %
% Not Listed: 9.7%

1988 Revenue: $10,200,000
HH Inc.: $32,684
Retail $: 2.4 Bil
Pop per Station: 14,165
#1 Biller: NA

12+ METRO	1/4/SHARE	SPG 88	FAL 87	SPG 87	FAL 86	4 BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. KODS-F (O)	44/11.3	5.3	7.0	9.0	8.2		66/813	519/21.6	16.4	18.0	129	7.5	30	438	KODS-F
2. KWNZ-F (CHR)	40/10.3	10.7	9.3	8.7	12.0		80/938	525/21.8	22.9	24.5	62	16.0	64	685	KWNZ-F
3. KNEV-F (EZ)	35/ 9.0	10.7	8.3	11.5	8.2		53/479	331/13.7	15.3	14.0	43	7.8	31	213	KNEV-F
4. KRNO-F (AC)	30/ 7.7	8.0	6.6	5.3	7.2		35/487	356/14.8	15.3	14.5	122	4.8	19	221	KRNO-F
KOZZ-F (AOR)	30/ 7.7	11.2	6.3	8.7	14.4		61/726	469/19.5	19.9	17.1	95	10.5	42	528	KOZZ-F
6. KOH (N/T)	27/ 6.9	7.5	8.6	6.8	6.5		30/465	368/15.3	12.2	16.1	81	6.5	26	290	KOH
7. KRZQ-F (AOR)	24/ 6.2	5.9	8.9	9.9	.7		28/457	342/14.2	12.6	16.8	84	8.5	34	350	KRZQ-F
8. KROW (C)	23/ 5.9	3.2	3.6	3.1	3.4		47/562	291/12.1	9.4	10.9	108	4.0	16	189	KROW
9. KBUL-F (C)	22/ 5.6	5.3	4.6	3.4	2.1		27/359	275/11.4	14.1	9.0	123	4.8	19	352	KBUL-F
10. KIIQ-F (C)	20/ 5.1	8.5	5.0	5.0	7.5		49/451	257/10.7	14.9	10.2	125	5.3	21	282	KIIQ-F
11. KSXY-F (AC)	13/ 3.3	3.7	4.6	4.3	5.1		13/229	220/ 9.1	8.9	11.1	103	3.0	12	158	KSXY-F
KROI-F (CHR)	13/ 3.3	2.4	3.0	3.1	1.4		13/220	220/ 9.1	7.7	8.1	91	2.5	10	191	KROI-F
13. KLKT-F (J/AC)	10/ 2.6	.8	---	.6	---		10/110	110/ 4.6	3.3	---	150	1.8	7	49	KLKT-F
14. KQLO (C)	6/ 1.5	.8	4.0	5.3	5.5		6/104	89/ 3.7	3.8	7.7	60	1.0	4	135	KQLO

12+ FM SHARE (METRO): 79.83% (281 OF 352) (FAL 87: 70.07%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KWNZ-F>>	1. KODS-F	1. KODS-F>	1. KODS-F>	1. KODS-F>	1. KNEV-F>	1. KNEV-F	1. KODS-F>	1. KODS-F	1. KWNZ-F>	1. KOH >
2.	KOZZ-F	2. KOZZ-F	2. KRNO-F	2. KRNO-F	2. KOH	2. KOH	2. KRNO-F	2. KWNZ-F	2. KRZQ-F	2. KOZZ-F
3.	3. KRZQ-F	3. KWNZ-F<	3. KOZZ-F	3. KOZZ-F	KROW	KWNZ-F	3. KOZZ-F	3. KOZZ-F	3. KOZZ-F	3. KWNZ-F
4.	4. KWNZ-F	4. KRNO-F	4. KWNZ-F	4. KBUL-F	4. KODS-F	4. KODS-F	4. KWNZ-F<	4. KRNO-F	KODS-F	4. KODS-F
5.	5. KRNO-F	5. KRZQ-F	5. KBUL-F	5. KIIQ-F	5. KRNO-F	5. KRNO-F	5. KOH	5. KOH	5. KOH	5.
				KROW		KROW		KNEV-F		
				KWNZ-F						

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KOZZ-F	1. KWNZ-F	1. KODS-F	1. KODS-F	1. KODS-F	1. KRZQ-F	1. KODS-F	1. KODS-F	1. KODS-F	1. KODS-F>
KWNZ-F	2. KODS-F	2. KWNZ-F	2. KWNZ-F	KRNO-F>	2. KOZZ-F	KOZZ-F	2. KOZZ-F	2. KOZZ-F	2. KOZZ-F
3. KODS-F	KOZZ-F	3. KRNO-F	KRNO-F	3. KBUL-F	3. KWNZ-F	KRZQ-F>>	3. KRZQ-F	3. KRZQ-F	3. KROW
KRNO-F	4. KRNO-F	KRZQ-F	4. KOZZ-F	KWNZ-F	4. KODS-F	4. KRNO-F	4. KBUL-F	4. KWNZ-F	KIIQ-F
KSXY-F	5. KSXY-F	5.	5.	5.	KROI-F	KWNZ-F	5. KRNO-F	5. KRNO-F	5. KBUL-F
	KRZQ-F						KSXY-F		KRNO-F
									KRZQ-F

FORMATS	AM	FM	TOTAL	%	FAL 87 %
TOP 40/CHR/CONTEMP		53 (2)	53 (2)	15.1	17.9
AOR/CLASSIC		54 (2)	54 (2)	15.3	16.8
AC/OLDIES/SOFT ROCK	5 (1)	87 (3)	92 (4)	26.1	21.9
MOR/VARIETY/FULL					2.2
COUNTRY	29 (2)	42 (2)	71 (4)	20.2	19.0
BLACK/URBAN					
BTFL MUSIC/EZ		35 (1)	35 (1)	9.9	9.1
NEWS/TALK	27 (1)		27 (1)	7.7	9.5
NOSTALGIA	5 (1)		5 (1)	1.4	3.6
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE		10 (1)	10 (1)	2.8	
OTHERS/UNKNOWN	5 (1)		5 (1)	1.4	
	71 (6)	281 (11)	352 (17)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KONE	1450	Reno	1.3/7.4
KPLY	1270	Sparks	1.3/4.0
KPTL	1300	Carson City	1.3/3.4

RADIO STATIONS

KCBN, 1230, 1 KW	, OLDIES	CBS-R,$ 16.00	(Torbet)	Roth	
KOH , 630, 5 KW/1 KW (DA-N)	, NEWS/TALK	CBS,ABC-T,$ 28.00	(Katz)		
KQLO, 920, 5 KW/1 KW (DA-N)	, COUNTRY	NBC,$ 19.00	(Banner)	Constant	
KONE, 1450, 1 KW	, NOSTALGIA	ABC-C,$ 15.00	(HNWH)	Lotus	
KPLY, 1270, 5 KW (DAYS)	, MOR	,$ 14.00	(Durpetti)		(SPARKS)
KRCV, 1340, 1 KW	, RELIGION	,$ 14.00	(Unirep)		
KROW, 780, 50 KW (DA-N)	, COUNTRY	ABC-I,$ 17.00	(Mc-Guild)	John Price	
KIIQ, 1590, 5 KW (DAYS)	, COUNTRY	UPI,$ 15.00	(Christal)		(SUN VALLEY)
KBUL-F, 98.1, 76 KW @ 2274,	COUNTRY	MBS,$ 21.00	(Durpetti)	Marathon	
KIIQ-F, 104.5, 25 KW @ 2930,	COUNTRY	,$ 25.00	(Christal)		
KNEV-F, 95.5, 60 KW @ 2270,	BTFL/EZ	,$ 30.00	(Mc-Guild)	John Price	
KOZZ-F, 105.7, 75 KW @ 2120,	AOR	SOURCE,$ 35.00	(HNWH)	Lotus	
KRNO-F, 106.9, 37 KW @ 2956,	SOFT AC	,$ 36.00	(Torbet)	Roth	
KROI-F, 100.9, 300 W @ 840,	CONTEMP	,$ 26.00	(Durpetti)		(SPARKS)
KRZQ-F, 96.5, 85 W @ 2350,	AOR	,$ 30.00	(MMR)		(TAHOE CITY, CA)
KODS-F, 103.7, 1 KW @ 2870,	OLDIES	,$ 30.00	(Katz)	Americom	(CARNELIAN BAY, CA)
KSXY-F, 101.7, 1 KW @ 150,	AC	Trans,$ 19.00	(Katz)		
KWNZ-F, 97.3, 87 KW @ 2126,	CHR	,$ 33.00	(Banner)	Constant	(CARSON CITY)

MISCELLANEOUS COMMENTS KIIQ, KHIT-F sold by Olympia for $2,500,000... KHTZ changed calls to KODS and format from CHR to Oldies (Sept.)...

Arbitron Rank/Pop (12+): 54/700,200
Stations: 21/20
1988 Revenue: $25,500,000
Diaries: 1040/673:1/57.7%
HH Inc.: $33,611

MSA Rank/Pop: 62/830,900
ADI #58
Sample Target: 1020
Retail $: 6.6 Bil
% Below Line: 0.5%
Pop per Station: 35,010
Average Person Ratings: 17.9
% Not Listed: 10.2%
#1 Biller: WRVA $5,500,000
Market TSL: 23.3 Hours

12+ METRO	1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4 BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. WRVQ-F (CHR)	162/13.0	14.2	14.5	13.2	12.1	13.7	205/2686	2039/29.1	29.3	27.7	95	14.6	205	2301	WRVQ-F
2. WRVA (MOR)	154/12.3	11.7	12.7	14.6	13.3	12.8	162/2137	1958/28.0	25.5	27.9	69	9.8	138	1841	WRVA
3. WRXL-F (AOR)	140/11.2	13.9	10.8	13.2	13.2	12.3	157/1709	1430/20.4	20.6	21.0	111	15.4	216	1914	WRXL-F
4. WCDX-F (B/U)	130/10.4	9.2	9.5	6.3	3.8	8.9	131/1304	1261/18.0	14.8	9.0	94	14.6	205	1520	WCDX-F
5. WPLZ-F (B)	103/ 8.2	7.7	8.6	9.5	12.2	8.5	116/1261	1125/16.1	17.0	19.1	116	10.5	148	1452	WPLZ-F
6. WMXB-F (AC)	99/ 7.9	8.7	8.6	7.9	6.8	8.3	123/1535	1265/18.1	19.1	18.7	158	6.5	92	1141	WMXB-F
7. WKHK-F (C)	75/ 6.0	3.3	2.7	2.9	4.3	3.7	80/1030	953/13.6	7.8	8.4	125	5.6	79	665	WKHK-F
8. WTVR-F (EZ)	58/ 4.6	5.2	7.0	5.5	6.4	5.6	82/1034	835/11.9	15.2	15.4	87	3.4	48	501	WTVR-F
9. WQSF-F (EZ)	41/ 3.3	4.2	3.9	6.3	5.2	4.4	59/ 841	647/ 9.2	9.4	9.9	133	2.9	41	556	WQSF-F
10. WLEE (BB)	32/ 2.6	2.9	2.1	2.8	2.2	2.6	32/ 319	319/ 4.6	4.3	5.3	15	.9	13	190	WLEE
11. WVMX-F (AC)	25/ 2.0	.9	---	---	---	.7	27/ 598	531/ 7.6	---	---	115	1.4	19	384	WVMX-F

12+ FM SHARE (METRO): 75.40% (846 OF 1122) (FAL 87: 71.16%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WRVQ-F>	1. WRXL-F<	1. WRVQ-F<	1. WRVQ-F<	1. WMXB-F<	1. WRVA >	1. WRVA >	1. WRXL-F	1. WRVQ-F	1. WCDX-F>	1. WCDX-F
2. WCDX-F>	2. WRVQ-F	2. WRXL-F	WRXL-F	2. WRXL-F<	2. WMXB-F	2. WRVQ-F>	2. WRVQ-F>	2. WRXL-F	2. WRVQ-F	2. WRVA
3. WRXL-F	3. WCDX-F	3. WCDX-F	3. WMXB-F	3. WRVQ-F	3. WKHK-F	3. WRXL-F	3. WRVA	3. WCDX-F	3. WRVA	3. WPLZ-F
4. WPLZ-F	4. WPLZ-F	4. WMXB-F	4. WCDX-F	4. WCDX-F	4. WTVR-F	4. WMXB-F<	4. WMXB-F	4. WMXB-F	4. WPLZ-F	WRVQ-F>
5.	5. WMXB-F	5. WPLZ-F	5. WPLZ-F	5. WPLZ-F	5. WRVQ-F	5. WCDX-F	5. WCDX-F	5. WRVA	5. WRXL-F	5.
				6. WRVA	6. WCDX-F	6. WPLZ-F	WTVR-F	6. WPLZ-F		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WRVQ-F	1. WRVQ-F>	1. WRVQ-F>	1. WRVQ-F	1. WRVQ-F	1. WRXL-F	1. WRXL-F>	1. WRXL-F	1. WRXL-F>	1. WRXL-F
2. WCDX-F	2. WRXL-F<	2. WRXL-F	2. WCDX-F	2. WMXB-F	2. WRVQ-F	2. WRVQ-F	2. WPLZ-F>	2. WRVQ-F	2. WMXB-F
3. WRXL-F>>	3. WCDX-F>>	3. WCDX-F	3. WRXL-F	3. WCDX-F	3. WCDX-F>>	3. WPLZ-F	3. WMXB-F	3. WMXB-F<	3. WPLZ-F
4. WPLZ-F	4. WMXB-F	4. WMXB-F	4. WMXB-F	4. WRVA	4. WPLZ-F	4. WCDX-F>	WRVQ-F	4. WPLZ-F	4. WRVQ-F
WVMX-F	5. WPLZ-F	5. WPLZ-F>>	5. WRVA	5. WRXL-F	5. WKHK-F	5.	5. WCDX-F>	5. WCDX-F	5. WCDX-F
6. WRVA		6. WKHK-F	6. WPLZ-F	6. WKHK-F	WRVA		6. WVMX-F		6. WKHK-F
		7. WVMX-F>					7. WKHK-F		

FORMATS	AM	FM	TOTAL	%	FAL 87 %
TOP 40/CHR/CONTEMP		162 (1)	162 (1)	14.4	13.1
AOR/CLASSIC		140 (1)	140 (1)	12.5	14.3
AC/OLDIES/SOFT ROCK	9 (1)	124 (2)	133 (3)	11.9	8.7
MOR/VARIETY/FULL	154 (1)		154 (1)	13.7	14.4
COUNTRY	19 (2)	81 (2)	100 (4)	8.9	12.7
BLACK/URBAN	26 (2)	233 (2)	259 (4)	23.1	23.3
BTFL MUSIC/EZ		99 (2)	99 (2)	8.8	5.6
NEWS/TALK					
NOSTALGIA	32 (1)		32 (1)	2.9	2.4
RELIGION/GOSPEL	30 (2)	7 (1)	37 (3)	3.3	5.1
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
OTHERS/UNKNOWN	6 (1)		6 (1)	0.5	0.4
	276 (10)	846 (11)	1122 (21)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING			
WANT	990	Richmond	1.3/4.2
WDYL	92.1	Chester	.6/3.2
WFTH	1590	Richmond	1.1/2.5
WKIE	1540	Richmond	.8/3.0
WPLZ	1240	Petersburg	1.3/2.4
WPVA	1290	Col. Heights	.5/1.6
WRNL	910	Richmond	.7/3.9
WTVR	1380	Richmond	1.0/3.8
WXGI	950	Richmond	.6/2.5
WSKX-F	106.9	Suffolk	.5/1.2

RADIO STATIONS

WANT, 990, 1 KW/_____ , BLACK NBN,$ 15.00 (---)
WFTH, 1590, 5 KW (DAYS) , GOSPEL ,$ 15.00 (---) Willis
WKIE, 1540, 10 KW (DAYS,DA) , BLACK ,$ 18.00 (Roslin)
WLEE, 1480, 5 KW (DA-2) , SILENT CBS,$ 29.00 (HNWH)
WRNL, 910, 5 KW (DA-N) , OLDIES UPI,$ NA (Katz) Capitol-Goodmon
WRVA, 1140, 50 KW (DA-1) , MOR NBC,$109.00 (Christal) Edens
WTVR, 1380, 5 KW (DA-2) , COUNTRY ABC-E,$ NA (Republic) Park

WCDX-F, 92.7, 3 KW @ 300, BLACK ,$ 37.00 (Eastman) Sinclair
WMXB-F, 103.7, 20 KW @ 750, AC ,$ 86.00 (MMR) Ragan Henry
WKHK-F, 95.3, 1.6 KW @ 400, COUNTRY ,$ 35.00 (HNWh) Brill (COLONIAL HEIGHTS)
WRVQ-F, 94.5, 200 KW @ 355, CHR ABC-C,$ 97.00 (Christal) Edens
WRXL-F, 102.1, 140 KW @ 320, AOR ,$ 85.00 (Katz) Capitol-Goodmon
WTVR-F, 98.1, 50 KW @ 840, EZ ABC-E,$ 53.00 (Republic) Park
WQSF-F, 96.5, 50 KW @ 500, BTFL/EZ ,$ 45.00 (HNWH) (WILLIAMSBURG)
WVMX-F, 106.5, 50 KW @ 240, AC ,$ NA (---) Daytona
WDYL-F, 92.1, 3 KW @ 300, RELIGION UPI,$ 15.00 (---) (CHESTER)
WPLZ-F, 99.3, 3 KW @ 328, BLACK US 1,$ 70.00 (Mc-Guild) (PETERSBURG)

MISCELLANEOUS COMMENTS WTVR changes from Country to EZ (Sept.)... WPVA, WKHK-F (Col. Heights) sold by Brill to ABS for $7,000,000 (Blackburn)... WLEE went silent (Jan.)...

RIVERSIDE - SAN BERNARDINO

Arbitron Rank/Pop (12+): 19/1,074,800

MSA Rank/Pop: 18/2,142,700
Los Angeles ADI
Average Person Ratings: 16.4
Market TSL: 22.0 Hours

Stations: 48/16
Diaries: 1323/812:1/49.4%
Sample Target: 1280
% Below Line: 51.3%
% Not Listed: 10.1%

1988 Revenue: $16,000,000
HH Inc.: $33,611
Retail $: 13.1 Bil
Pop per Station: 67,175
#1 Biller: KGGI-F $3,400,000

12+ METRO	1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4 BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. KDUO-F (EZ)	141/8.0	5.6	8.1	8.1	7.3	7.5	194/1615	1133/10.5	15.1	12.7	50	3.0	53	559	KDUO-F
2. KGGI-F (CHR)	136/7.7	8.9	6.3	7.4	7.0	7.6	161/2570	2155/20.1	17.6	17.3	84	11.5	202	2553	KGGI-F
3. KRTH-F (AC)	102/5.8	6.5	5.4	4.8	5.0	5.6	166/2457	1562/14.5	13.1	13.7	153	5.4	96	1376	KRTH-F
4. KIIS-F (CHR)	93/5.3	4.8	6.0	6.0	6.2	5.5	149/2503	1649/15.3	15.9	14.7	100	7.5	132	1942	KIIS-F
5. KCAL-F (AOR)	83/4.7	3.6	4.5	4.1	5.7	4.2	111/1390	1013/ 9.4	9.8	9.8	117	6.3	111	868	KCAL-F
6. KLOS-F (AOR)	78/4.4	5.6	5.1	5.9	4.2	5.3	120/1810	1120/10.4	11.1	10.6	136	9.4	165	1127	KLOS-F
7. KNX (N/T)	62/3.5	2.8	3.2	3.2	2.6	3.2	97/1496	993/ 9.2	9.4	9.3	66	3.1	54	736	KNX
KOST-F (AC)	62/3.5	3.6	4.1	4.1	3.6	3.8	102/1898	1274/11.9	10.1	9.0	143	3.5	62	657	KOST-F
9. KFI (N/T)	60/3.4	3.2	3.2	2.8	3.7	3.2	97/1735	1115/10.4	8.2	11.8	118	2.5	44	841	KFI
10. KROQ-F (AOR)	47/2.7	1.8	2.6	1.5	2.0	2.2	70/1009	685/ 6.4	5.3	5.5	52	4.3	76	777	KROQ-F
11. KBIG-F (AC)	42/2.4	2.0	2.3	2.5	2.3	2.3	72/1109	809/ 7.5	6.8	7.2	117	.9	16	358	KBIG-F
KRSO (N/T)	42/2.4	2.3	2.4	2.2	1.3	2.3	46/ 543	485/ 4.5	5.0	4.0	29	1.3	23	280	KRSO
13. KCKC (C)	41/2.3	5.1	4.3	2.6	2.8	3.8	42/ 551	538/ 5.0	6.2	5.5	78	1.5	26	- 366	KCKC
KDIF (SP)	41/2.3	1.2	---	.6	1.2	1.4	41/ 304	304/ 2.8	---	1.8	113	---	---	---	KDIF
KOLA-F (CHR)	40/2.3	1.6	2.6	3.1	2.6	2.4	51/1398	1038/ 9.7	12.0	10.6	70	2.9	51	1096	KOLA-F

12+ FM SHARE (METRO): 73.94% (1172 OF 1585) (FAL 87: 73.56%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KGGI-F>>	1. KCAL-F	1. KGGI-F	1. KRTH-F	1. KRTH-F	1. KDUO-F>>	1. KIIS-F<	1. KDUO-F	1. KGGI-F	1. KGGI-F	1. KNX >
2. KIIS-F>	KGGI-F	2. KRTH-F	2. KGGI-F	2. KGGI-F	2. KRTH-F	2. KDUO-F	2. KRTH-F<	2. KDUO-F	2. KCAL-F	2. KOST-F
3. KROQ-F	3. KLOS-F	3. KCAL-F	3. KLOS-F	3. KLOS-F	3. KNX	3. KGGI-F	3. KGGI-F	3. KIIS-F	3. KDUO-F<	KRTH-F
4.	4. KIIS-F	4. KLOS-F	4. KCAL-F	4. KCAL-F<	4. KFI	4. KLOS-F	4. KIIS-F	4. KRTH-F	KROQ-F	4. KGGI-F<
5.	5. KRTH-F	5. KIIS-F	5. KIIS-F	5. KIIS-F	5. KOST-F	KRTH-F	5. KCAL-F	5. KCAL-F	5. KOST-F	5. KFI

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KGGI-F	1. KGGI-F>	1. KGGI-F	1. KGGI-F>	1. KGGI-F	1. KCAL-F	1. KLOS-F<	1. KLOS-F	1. KLOS-F<	1. KRTH-F
2. KIIS-F	2. KCAL-F	2. KCAL-F	2. KIIS-F	2. KRTH-F	2. KLOS-F	2. KCAL-F>	2. KCAL-F	2. KCAL-F<	2. KLOS-F
3. KROQ-F	3. KIIS-F	3. KNX-F	3. KRTH-F	3. KOST-F	3. KDIF	3. KGGI-F	3. KRTH-F	3. KRTH-F>	3. KCAL-F
4. KOLA-F	4. KLOS-F	4. KLOS-F	4. KOST-F	4. KIIS-F<	4. KGGI-F	KIIS-F	4. KIIS-F	4. KGGI-F	4. KGGI-F
5. KCAL-F	5. KOLA-F	5. KIIS-F	5. KCAL-F	5. KDUO-F	5. KNAC-F	5. KRTH-F	5. KGGI-F	5. KIIS-F	KIIS-F
					KROQ-F				

FORMATS	AM	FM	TOTAL	%	FAL 87 %
TOP 40/CHR/CONTEMP		298 (4)	298 (4)	18.8	17.6
AOR/CLASSIC		269 (6)	269 (6)	17.0	16.0
AC/OLDIES/SOFT ROCK	23 (1)	272 (7)	295 (8)	18.6	23.5
MOR/VARIETY/FULL					
COUNTRY	53 (2)	86 (4)	139 (6)	8.8	10.5
BLACK/URBAN	24 (2)		24 (2)	1.5	3.0
BTFL MUSIC/EZ	1 (1)	174 (3)	175 (4)	11.0	9.1
NEWS/TALK	157 (4)		157 (4)	9.9	6.9
NOSTALGIA	57 (3)		57 (3)	3.6	2.6
RELIGION/GOSPEL	21 (2)		21 (2)	1.3	1.4
SPANISH	76 (4)	11 (1)	87 (5)	5.5	3.9
CLASSICAL		17 (1)	17 (1)	1.1	1.4
JAZZ/NEW AGE	1 (1)	45 (2)	46 (3)	2.9	2.3
OTHERS/UNKNOWN					1.9
	413 (20)	1172 (28)	1585 (48)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KBON-F	103.9	Lake Arrowhead	.8/2.7
KCAL	1410	Redlands	1.1/3.5
KHSJ	1320	Hemet	.4/1.3
KHYE-F	105.7	Hemet	.5/1.9
KLFE	1240	San Bernardino	.5/1.6
KMEN	1290	San Bernardino	1.1/3.2
KNTF-F	93.5	Ontario	1.0/2.2
KQLH-F	95.1	San Bernardino	1.0/3.7
KWDJ-F	92.7	Riverside	2.3/4.1
KNSE	1510	Ontario	.5/ .9
KPLM-F	106.1	Palm Springs	.6/ .8
KWXY A/F	98.5	Cathedral City	.8/ .9

See Los Angeles for more information about the following:

KABC	1.3/3.4	KKGO A/F	.6/2.1	KRLA	1.3/2.7
KBRT	.7/1.5	KLAC	.7/2.3	KTNQ	.4/1.2
KFAC-F	1.0/2.8	KLVE-F	.6/1.5	KTWV-F	2.0/5.5
KFWB	.7/3.7	KMPC	.4/2.2	KZLA-F	1.0/1.7
KIIS	.2/ .7	KNAC-F	1.1/2.4		
KIQQ-F	1.4/3.7	KNX-F	2.0/5.0		
KJOI-F	1.2/2.1	KPWR-F	1.6/6.8		

RADIO STATIONS

KCAL, 1410, 5 KW/1 KW (DA-N) , HISPANIC ,$ 19.00 (Lotus)
KCKC, 1350, 5 KW/500 W (DA-2) , COUNTRY ABC-I,$ 34.00 (HNWH)
KDIF, 1440, 1 KW (DA-1) , HISPANIC ,$ 18.00 (Katz Hisp.)
KRSO, 590, 1 KW (DA-2) , NEWS/TALK ABC-E,ABC-D,$ 25.00 (Katz) Henry
KMEN, 1290, 5 KW (DA-2) , OLDIES/AC ,$ 18.00 (Mc-Guild) American

KCAL-F, 96.7, 3 KW @ 300, AOR CBS-R,$ 42.00 (Torbet)
KDUO-F, 97.5, 72 KW @ 1530, BTFL/EZ ABC-D,$ 61.00 (Katz) Henry
KGGI-F, 99.1, 3 KW @ 1530, CHR ,$ 83.00 (Mc-Guild) American
KNTF-F, 93.5, 3 KW @ -165, COUNTRY ,$ 37.00 (---)
KOLA-F, 99.9, 31 KW @ 1630, CHR ABC-R,$ 41.00 (Banner)
KQLH-F, 95.1, 50 KW @ ?? , SOFT AC MBS,$ 40.00 (Eastman)
KWDJ-F, 92.7, 3 KW @ 300, COUNTRY MBS,$ 30.00 (Banner)

Other ranked stations - See Los Angeles

MISCELLANEOUS COMMENTS KFXM changes to KRSO and from Nostalgia to News/Talk (Dec.)...

ROANOKE - LYNCHBURG

Arbitron Rank/Pop (12+): 94/371,900

MSA Rank/Pop: Roanoke - 187/228,300
ADI #69 Lynchburg - 248/146,200
Average Person Ratings: 16.5
Market TSL: 22.3 Hours

Stations: 21/19
Diaries: 757/491:1/62.0%
Sample Target: 760
% Below Line: 2.1%
% Not Listed: 13.1%

1988 Revenue: $12,000,000
HH Inc.: $31,700
Retail $: 2.8 Bil
Pop per Station: 19,574
#1 Biller: WXLK-F $3,600,000

12+ METRO	1/4/SHARE	SPG 88	FAL 87	SPG 87	FAL 86	4 BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. WXLK-F (CHR)	126/20.6	20.9	22.7	22.2	21.6		289/3279	1536/41.3	40.6	39.8	100				WXLK-F
2. WPVR-F (EZ)	85/13.9	11.0	13.4	11.2	12.6		131/1519	861/23.2	20.2	20.6	75				WPVR-F
3. WYYD-F (C)	61/10.0	12.7	11.0	12.1	10.4		119/1270	701/18.8	22.1	16.2	115				WYYD-F
4. WSLQ-F (AC)	52/ 8.5	8.2	6.5	8.3	7.0		133/1814	785/21.1	21.6	17.2	112				WSLQ-F
5. WSLC (C)	31/ 5.1	5.1	4.8	6.1	4.8		50/ 589	389/10.5	11.4	9.1	86				WSLC
6. WTOY (B)	24/ 3.9	4.6	3.6	2.9	3.0		24/ 230	230/ 6.2	4.6	4.7	121				WTOY
7. WJJS (B)	22/ 3.6	2.6	3.4	3.2	3.3		22/ 222	216/ 5.8	4.8	4.9	131				WJJS
WFIR (MOR)	22/ 3.6	2.6	3.3	3.9	3.0		22/ 371	344/ 9.2	6.3	9.0	50				WFIR
9. WKZZ-F (CHR)	19/ 3.1	2.6	3.1	2.4	3.6		21/ 399	371/10.0	8.0	8.2	68				WKZZ-F
10. WJLM-F (C)	16/ 2.6	4.6	3.8	3.2	2.2		17/ 284	266/ 7.2	9.6	8.1	138				WJLM-F
11. WROV (AC)	13/ 2.1	3.1	1.7	2.1	3.2		13/ 270	270/ 7.3	8.3	7.0	100				WROV
WGOL-F (AC)	13/ 2.1	1.8	2.1	3.1	1.7		13/ 267	259/ 7.0	5.3	6.4	157				WGOL-F
13.															
14.															
15.															

12+ FM SHARE (METRO): 74.86% (399 OF 533) (FAL 87: 75.98%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WXLK-F>>	1. WXLK-F>	1. WXLK-F>>	1. WXLK-F>>	1. WXLK-F>	1. WPVR-F>	1. WXLK-F>	1. WXLK-F	1. WXLK-F>	1. WXLK-F>	1. WXLK-F
2. WKZZ-F>	2. WSLQ-F>	2. WSLQ-F	2. WSLQ-F<	2. WYYD-F	2. WXLK-F<	2. WPVR-F	2. WPVR-F>	2. WPVR-F>	2. WYYD-F<	2. WSLQ-F
3.	3. WJJS	3. WYYD-F	3. WYYD-F	3. WPVR-F	3. WYYD-F>	3. WYYD-F	3. WYYD-F	3. WYYD-F	3. WSLQ-F	3. WYYD-F
4.	4. WYYD-F	4. WPVR-F	4. WPVR-F	4. WSLQ-F	4. ~~WSLC~~	4. WSLQ-F	4. WSLQ-F>	4. WSLQ-F	4. WPVR-F	4. WFIR
5.	5. WKZZ-F	5.	5.	5.	5.	5. WSLC	5.	5.	5.	5.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WXLK-F>	1. WXLK-F>>	1. WXLK-F>	1. WXLK-F>>	1. WXLK-F>>	1. WXLK-F	1. WXLK-F	1. WXLK-F	1. WXLK-F>	1. WXLK-F>
2. WSLQ-F>	2. WSLQ-F>>	2. WSLQ-F	2. WSLQ-F>	2. WPVR-F	2. WSLQ-F>	2. WSLQ-F>>	WSLQ-F	2. WSLQ-F	2. WYYD-F
3. WKZZ-F	3. WKZZ-F	3. WJJS	3. WPVR-F	3. WYYD-F	3. WJJS	3. WYYD-F	3. WKHV	3. WYYD-F	3. WSLQ-F
4.	4. WJJS	WPVR-F	4. WYYD-F	4. WSLQ-F	WYYD-F	4.	WYYD-F	4.	4. WPVR-F
5.	WPVR-F	5.	5. WKZZ-F	5.	5.	5.	5.	5.	5.

FORMATS	AM	FM	TOTAL	%	FAL 87 %
TOP 40/CHR/CONTEMP		152 (3)	152 (3)	28.5	37.6
AOR/CLASSIC					0.6
AC/OLDIES/SOFT ROCK	13 (1)	72 (3)	85 (4)	15.9	11.8
MOR/VARIETY/FULL	32 (3)		32 (3)	6.0	4.7
COUNTRY	31 (1)	79 (3)	110 (4)	20.6	22.4
BLACK/URBAN	46 (2)	11 (1)	57 (3)	10.7	11.2
BTFL MUSIC/EZ		85 (1)	85 (1)	15.9	15.3
NEWS/TALK					
NOSTALGIA	5 (1)		5 (1)	0.9	1.8
RELIGION/GOSPEL	7 (2)		7 (2)	1.3	1.0
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
OTHERS/UNKNOWN					1.6
	134 (10)	399 (11)	533 (21)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBLT	1350	Bedford	.8/1.3
WKBA	1550	Vinton	.5/1.3
WKHV-F	105.5	Altavista	1.1/2.7
WLLL	930	Lynchburg	.8/2.6
WLVA	590	Lynchburg	.8/3.5
WRIS	1410	Roanoke	.7/2.7
WXYU-F	101.7	Lynchburg	1.1/5.8
WAKG-F	103.3	Danville	.3/1.1
WQOK-F	97.5	S. Boston	1.8/4.2

RADIO STATIONS

WFIR, 960,	5 KW (DA-N)	, MOR	CBS,$ 23.00	(HNWH)	Gibbons	(ROANOKE)
WROV, 1240,	1 KW	, AC	ABC-D,$ 20.00	(---)		(ROANOKE)
WSLC, 610,	5 KW/1 KW (DA-2)	, COUNTRY	NBC,$ 28.00	(Katz)	Mel Wheeler	(ROANOKE)
WTOY, 910,	1 KW (DAYS,DA)	, BLACK	SBN,$ 17.00	(K & P)		(ROANOKE)
WJJS, 1320,	1 KW/24 W (DA-1)	, BLACK	ABC-E,$ 18.00	(K & P)		(LYNCHBURG)
WLLL, 930,	5 KW (DAYS)	, NOSTALGIA	,$ 14.00	(Roslin)		(LYNCHBURG)
WLVA, 590,	5 KW/1 KW (DA-2)	, MOR	ABC-I,$ 14.00	(Southern)		(LYNCHBURG)
WBLT, 1350,	1 KW (DAYS)	, ? ?	APR,$ 5.00	(---)		(BEDFORD)
WJLM-F, 93.5,	3 KW @ 83,	COUNTRY	MBS,US 2,$ 20.00	(---)		(SALEM)
WPVR-F, 94.9,	50 KW @ 1980,	BTFL/EZ	,$ 36.00	(HNWH)	Gibbons	(ROANOKE)
WSLQ-F, 99.1,	200 KW @ 1985,	AC	ABC-F,$ 43.00	(Katz)	Mel Wheeler	(ROANOKE)
WXLK-F, 92.3,	93 KW @ 2050,	CHR	US 1,$ 83.00	(Torbet)	Coleman	(ROANOKE)
WGOL-F, 98.3,	3 KW @ 240,	AC	,$ 17.00	(Roslin)		(LYNCHBURG)
WKZZ-F, 100.1,	3 KW @ 155,	CHR	US 1,CBS-R,$ 19.00	(Republic)	Bahakel	(LYNCHBURG)
WXYU-F, 101.7,	3 KW @ 300,	URBAN/CHR	ABC-F,$ 18.00	(K & P)		(LYNCHBURG)
WYYD-F, 107.9,	20 KW @ 1720,	COUNTRY	MBS,$ 34.00	(Eastman)		(AMHERST)

MISCELLANEOUS COMMENTS WROV sold to Joyner for $250,000...

ROCHESTER

Arbitron Rank/Pop (12+): 43/832,200
MSA Rank/Pop: 47/983,200
ADI #72
Average Person Ratings: 16.6
Market TSL: 21.8 Hours

Stations: 18/15
Diaries: 1234/674:1/55.7%
Sample Target: 1130
% Below Line: 1.7%
% Not Listed: 13.0%

1988 Revenue: $24,500,000
HH Inc.: $38,832
Retail $: 6.8 Bil
Pop per Station: 55,480
#1 Biller: WVOR-F $5,300,000

12+ METRO		1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4 BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. WCMF-F	(AOR)	237/17.1	16.5	16.0	15.2	13.7	16.2	278/2724	2408/28.9	27.1	25.3	102	19.7	291	2698	WCMF-F
2. WPXY A/F	(CHR)	172/12.5	14.5	13.4	14.9	14.4	13.8	183/2673	2439/29.3	30.3	32.0	71	14.4	205	2900	WPXY A/F
3. WBEE-F	(C)	132/ 9.6	7.9	11.3	7.7	8.4	9.1	165/1570	1288/15.5	16.4	15.5	121	7.1	105	1067	WBEE-F
4. WVOR-F	(AC)	127/ 9.2	8.2	9.6	9.4	11.1	9.1	149/2108	1849/22.2	24.0	24.0	151	10.7	157	1856	WVOR-F
5. WHAM	(MOR)	117/ 8.5	8.9	10.7	8.7	8.2	9.2	130/1867	1590/19.1	21.4	21.0	59	7.0	103	1405	WHAM
6. WRMM-F	(AC)	108/ 7.8	6.9	6.1	6.4	6.0	6.8	129/1630	1430/17.2	16.0	15.6	124	5.9	87	1430	WRMM-F
7. WZSH-F	(EZ)	82/ 5.9	6.2	6.4	6.9	8.0	6.4	107/1268	910/10.9	13.6	15.2	63	3.6	53	763	WZSH-F
8. WDKX-F	(B)	63/ 4.6	4.6	3.9	5.9	3.9	4.8	63/ 865	865/10.4	7.5	7.6	91	8.5	126	1203	WDKX-F
9. WKLX-F	(O)	60/ 4.3	7.0	4.0	4.5	5.8	5.0	74/1361	1196/14.4	13.	5.9	163	4.9	72	931	WKLX-F
10. WEZO	(BB)	47/ 3.4	2.2	2.9	3.2	2.7	2.9	48/ 590	549/ 6.6	7.3	6.0	59	1.4	20	300	WEZO

12+ FM SHARE (METRO): 84.29% (1014 OF 1203) (FAL 87: 82.99%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WPXY-F+>>	1. WCMF-F>>	1. WCMF-F>>	1. WCMF-F>	1. WCMF-F	1. WHAM	1. WCMF-F>	1. WCMF-F>	1. WCMF-F	1. WPXY-F	1. WCMF-F>
2. WCMF-F>>	2. WPXY-F+>	2. WPXY-F+	2. WVOR-F	2. WVOR-F	2. WBEE-F	2. WPXY-F	2. WRMM-F	2. WPXY-F	2. WCMF-F>	2. WHAM
3. WDXX-F>	3. WRMM-F	3. WVOR-F	3. WBEE-F	3. WBEE-F	3. WVOR-F	3. WHAM <	3. WVOR-F	3. WBEE-F	3. WHAM	3. WPXY-F
4.	4. WVOR-F	4. WRMM-F	WRMM-F	4. WRMM-F	4. WZSH-F>	4. WVOR-F	4. WBEE-F	4. WVOR-F	4. WBEE-F	4. WDKX-F
5.	5. WBEE-F	5. WBEE-F	5. WPXY-F+	5. WPXY-F+	5. WEZO	5. WBEE-F	5. WPXY-F	5. WRMM-F	WDKX-F	5.
			6. WKLX-F	6. WKLX-F	WRMM-F			6. WHAM	6. WVOR-F	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WPXY-F+	1. WCMF-F<	1. WCMF-F>	1. WPXY-F+<	1. WVOR-F>	1. WCMF-F>>	1. WCMF-F>>	1. WCMF-F>>	1. WCMF-F>>	1. WCMF-F>>
2. WCMF-F>	2. WPXY-F+	2. WPXY-F	2. WCMF-F	2. WBEE-F<	2. WPXY-F+>>	2. WPXY-F+	2. WBEE-F	2. WVOR-F	2. WVOR-F
3. WRMM-F	3. WRMM-F>	3. WRMM-F	3. WRMM-F	3. WCMF-F	3. WBEE-F	3. WBEE-F	3. WVOR-F	3. WPXY-F+	3. WBEE-F>
4. WDKX-F	4. WVOR-F	4. WVOR-F>	4. WVOR-F>	WRMM-F	WDKX-F>	4. WVOR-F	4. WRMM-F	4. WBEE-F	4. WRMM-F
5. WVOR-F	5. WDKX-F	5. WKLX-F	5. WKLX-F	5. WPXY-F+	5. WMJQ-F	5. WRMM-F	5. WPXY-F+	5. WRMM-F	5. WPXY-F+
	6. WKLX-F	6. WDKX-F	6. WDKX-F						
		7. WBEE-F							

FORMATS	AM	FM	TOTAL	%	FAL 87 %
TOP 40/CHR/CONTEMP	1 (1)	183 (2)	184 (3)	15.3	17.1
AOR/CLASSIC		237 (1)	237 (1)	19.7	22.2
AC/OLDIES/SOFT ROCK		295 (3)	295 (3)	24.5	20.6
MOR/VARIETY/FULL	117 (1)		117 (1)	9.7	11.6
COUNTRY	11 (1)	142 (2)	153 (3)	12.7	11.2
BLACK/URBAN		63 (1)	63 (1)	5.2	4.4
BTFL MUSIC/EZ		82 (1)	82 (1)	6.8	9.1
NEWS/TALK					
NOSTALGIA	47 (1)		47 (1)	3.9	3.0
RELIGION/GOSPEL	6 (1)		6 (1)	0.5	0.9
SPANISH					
CLASSICAL					
JAZZ/NEW AGE		7 (1)	7 (1)	0.6	
OTHERS/UNKNOWN	7 (1)	5 (1)	12 (2)	1.0	
	189 (6)	1014 (12)	1203 (18)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING			
WBBF	950	Rochester	.8/4.9
WFLC-F	102.3	Canandaiqua	.7/1.1
WWWG	1460	Rochester	.4/2.1
WYSL	1030	Avon	.5/1.7
WBMW-F	107.7	Weathersfield	.5/3.0
WGR-F	96.9	Buffalo	.4/1.3
WMJQ-F	102.5	Buffalo	.9/3.2

RADIO STATIONS

WBBF, 950, 1 KW (DA-2)	, COUNTRY	US 2,$ 25.00	(Katz)	Heritage	
WHAM, 1180, 50 KW	, MOR	CBS,NBC-T,$ 59.00	(Mc-Guild)	Lincoln	
WEZO, 990, 5 KW/2.5 KW (DA-2)	, NOSTALGIA	ABC-I,$ 23.00	(Christal)	Atlantic Ventures	
WWWG, 1460, 5 KW (DA-N)	, RELIGION	,$ 12.00	(---)	Brandon	
WBEE-F, 92.5, 50 KW @ 500,	COUNTRY	US 2,$ 52.00	(Katz)	Heritage	
WCMF-F, 96.5, 50 KW @ 457,	AOR	,$ 95.00	(Torbet)	Stoner	
WDKX-F, 103.9, 1 KW @ 530,	BLACK	NBN,$ 35.00	(Roslin)		
WKLX-F, 98.9, 37 KW @ 560,	OLDIES	,$ 47.00	(Durpetti)		
WPXY-F, 97.9, 50 KW @ 456,	CHR	,$ 75.00	(MMR)		
WRMM-F, 101.3, 27 KW @ 637,	SOFT AC	ABC-E,$ 61.00	(Christal)	Atlantic Ventures	
WVOR-F, 100.5, 50 KW @ 490,	AC	,$104.00	(Mc-Guild)		
WZSH-F, 95.1, 11 KW @ 993,	BTFL/EZ	,$ 39.00	(Republic)		(BRISTOL CENTER)

MISCELLANEOUS COMMENTS WBBF changes from Oldies to Country (Oct.)...

SACRAMENTO

Arbitron Rank/Pop (12+): 31/1,157,300

MSA Rank/Pop: 34/1,352,100
ADI #20
Average Person Ratings: 16.6
Market TSL: 22.0 Hours

Stations: 26/20
Diaries: 1282/903:1/51.9%
Sample Target: 1240
% Below Line: 4.4%
% Not Listed: 12.0%

1988 Revenue: $47,200,000
HH/ Inc: $35,054
Retail $: 10.1 Bil
Pop per Station: 57,865
#1 Biller: KRAK A/F $9,300,000

12+ METRO		1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME
1. KRBK	(N/T)	169/8.8	8.8	7.8	8.9	8.3	8.6	209/ 2815	2197/19.0	17.6	16.7	76	8.5	176	1714 KRBK
2. KRAK-F	(C)	136/7.1	9.0	5.5	7.5	8.0	7.3	206/ 2617	1737/15.0	14.2	15.8	130	8.4	174	1578 KRAK-F
3. KCTC-F	(EZ)	135/7.0	7.5	8.7	11.4	10.1	8.7	173/ 2103	1678/14.5	16.0	16.5	73	3.4	71	1163 KCTC-F
4. KQPT-F	(J/NA)	134/7.0	4.3	2.7	--	1.1	3.5	146/ 1774	1627/14.1	5.7	2.0	134	5.2	108	1263 KQPT-F
5. KXOA-F	(AC)	113/5.9	6.8	6.9	8.1	8.0	6.9	144/ 2541	2104/18.2	15.8	17.3	137	5.3	111	1646 KXOA-F
6. KRXQ-F	(AOR)	112/5.8	5.8	5.8	6.7	4.1	6.0	127/ 1788	1578/13.6	11.9	8.8	53	10.4	216	1531 KRXQ-F
7. KROY-F	(CHR)	106/5.5	5.3	5.4	4.0	4.7	5.1	117/ 2065	1758/15.2	15.1	13.9	69	4.6	96	2090 KROY-F
8. KSFM-F	(CHR)	99/5.2	5.6	6.2	5.1	6.4	5.5	131/ 2874	2201/19.0	18.4	20.8	69	8.8	182	2549 KSFM-F
KZAP-F	(AOR)	99/5.2	6.2	7.3	7.0	7.2	6.4	153/ 2131	1567/13.5	15.7	17.3	142	7.0	145	1716 KZAP-F
10. KHYL-F	(O)	97/5.1	4.2	4.1	2.7	2.2	4.0	115/ 1957	1547/13.4	10.6	9.4	145	5.6	117	1326 KHYL-F
11. KRAK	(C)	80/4.2	3.5	3.4	3.4	3.1	3.6	173/ 2270	1102/ 9.5	7.7	7.8	119	2.8	59	819 KRAK
12. KWOD-F	(CHR)	79/4.1	3.5	4.6	6.5	6.2	4.7	109/ 2490	1744/15.1	15.5	18.2	56	3.9	81	1840 KWOD-F
13. KAER-F	(AC)	64/3.3	3.0	3.1	3.7	3.0	3.3	74/ 1344	1167/10.1	9.6	9.4	112	3.9	82	769 KAER-F
14. KXOA	(BB)	52/2.7	2.5	2.8	1.9	2.1	2.5	54/ 661	654/ 5.7	5.9	4.8	41	.9	19	314 KXOA
15. KRCX	(SP)	38/2.0	1.2	1.5	1.8	1.9	1.6	41/ 378	335/ 2.9	2.0	1.3	135	.7	15	194 KRCX

12+ FM SHARE (METRO): 71.19% (1201 of 1687) (FAL 87: 71.83%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KROY-F>	1. KRXQ-F	1. KRAK-F	1. KRAK-F<	1. KQPT-F<	1. KFBK	1. KFBK>>	1. KFBK	1.KRXQ-F	1. KROY-F	1. KFBK
2. KWOD-F	2. KZAP-F	2. KXOA-F	2. KQPT-F<	2. KRAK-F	2. KCTC-F	2. KRAK-F	2. KCTC-F	2. KQPT-F	2. KQPT-F	2. KCTC-F
3. KSFM-F	3. KSFM-F	3. KQPT-F<	3. KXOA-F	3. KXOA-F	3. KRAK-F	3. KCTC-F	3. KRAK-F	KRAK-F<	3. KRXQ-F	3. KXOA-F
4. KRXQ-F>	4. KQPT-F	4. KZAP-F	4. KZAP-F<	4. KHYL-F	4. KQPT-F	4. KXOA-F<	4. KQPT-F	4. KXOA-F	4. KWOD-F	4. KRAK-F
5.	KXOA-F	5. KRXQ-F	5. KHYL-F	KZAP-F	5. KRAK	5. KQPT-F<	5. KXOA-F	5. KCTC-F	5. KFBK	5. KRXQ-F
6.	6. KROY-F	6. KHYL-F	6. KFBK	6. WFBK	6. KXOA-F	6. KSFM-F	6. KRXQ-F	6. KROY-F	6. KSFM-F	KWOD-F
7.	7. KRAK-F	7. KSFM-F	7. KCTC-F	7. KCTC-F<	7. KXOA	7. KZAP-F	KZAP-F	7. KHYL-F<	7. KRAK-F	7. KZAP-F
8.	8.	8.	8.	8. KRAK	8.	8.	8.	8. KFBK	8.	8.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KROY-F<	1. KROY-F<	1. KQPT-F	1. KXOA-F	1. KQPT-F<
2. KSFM-F	2. KSFM-F	2. KZAP-F	2. KRAK-F	2. KXOA-F
3. KRXQ-F	3. KQPT-F	3. KXOA-F	3. KQPT-F	3. KRAK-F
4. KWOD-F	4. KXOA-F	4. KAER-F	4. KROY-F	4. KCTC-F
5. KRAK-F	5. KRAK-F	5. KHYL-F	5. KSFM-F	KHYL-F
6. KXOA-F	KZAP-F	6. KROY-F	6. KHYL-F	6. KFBK
7.	7. KAER-F	KSFM-F	7. KCTC-F	7. KROY-F
8.	KRXQ-F	8. KRAK-F	8.	8.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KRXQ-F>>	1. KRXQ-F>	1. KZAP-F>	1. KRXQ-F<	1. KZAP-F
2. KSFM-F	2. KZAP-F>	2. KQPT-F	2. KZAP-F	2. KRAK-F
3. KWOD-F	3. KXOA-F	KXOA-F	3. KRAK-F	3. KQPT-F
4. KZAP-F	4. KSFM-F<	4. KHYL-F	4. KHYL-F<	4. KHYL-F<
5. KAER-F	5. KHYL-F	5. KRXQ-F	5. KQPT-F	5. KFBK
6. KROY-F	KQPT-F	6. KRAK-F	6. KXOA-F<	6. KRAK
7. KXOA-F	7. KRAK-F	7.	7. KFBK	KXOA-F
	KWOD-F	8.	8.	8.

FORMATS	AM	FM	TOTAL	%	FAL 87 %
TOP 40/CHR/CONTEMP		291 (4)	291 (4)	17.2	20.3
AOR/CLASSIC		211 (2)	211 (2)	12.5	12.8
AC/OLDIES/SOFT ROCK	51 (2)	288 (4)	339 (6)	20.0	16.4
MOR/VARIETY/FULL	13 (1)		13 (1)	0.8	1.4
COUNTRY	80 (1)	136 (1)	216 (2)	12.8	12.7
BLACK/URBAN					2.7
BTFL/EZ		141 (2)	141 (2)	8.4	11.9
NEWS/TALK	208 (3)		208 (3)	12.3	11.9
NOSTALGIA	71 (2)		71 (2)	4.2	2.9
RELIGION/GOSPEL	14 (1)		14 (1)	0.8	3.3
SPANISH	38 (1)		38 (1)	2.3	2.2
CLASSICAL	11 (1)		11 (1)	0.7	0.8
JAZZ/NEW AGE		134 (1)	134 (1)	7.9	
OTHERS/UNKNOWN					0.7
			1687 (26)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING			
KFIA	710	Carmichael	.7/1.8
KGNR	1320	Sacramento	1.4/5.9
KSAC	1240	Sacramento	.6/2.8
KSMJ	1380	Sacramento	1.3/4.3
KYLO-F	105.5	Davis	.7/3.5
KBEE-F	103.3	Modesto	.3/1.4
KCBS	740	San Francisco	.5/2.3
KFRC	610	San Francisco	1.0/2.3
KGO	810	San Francisco	1.6/5.2
KMEL-F	106.1	San Francisco	.4/1.8
KNBR	680	San Francisco	.7/3.4

RADIO STATIONS

AM STATIONS

KFBK,	1530,	50 KW (DA-2)	, NEWS	APR,NBC,	$ 98.00	(Group W)	Westinghouse
KFIA,	710,	10 KW/250W(DA-2),	RELIGION	CNN,	$ 24.00	(---)	
KGNR,	1320,	5 KW (DA-2)	, OLDIES	CBS,	$ 34.00	(Christal)	Tribune Co.
KRAK,	1140,	50 KW (DA-2)	, COUNTRY	,	$ 75.00	(Katz)	EZ
KRCX,	1110,	5 KW/500 W	, HISPANIC	,	$ 40.00	(Lotus)	Fuller-Jeffrey
KSAC,	1240,	1 KW	, CLASSICAL	,	$ 36.00	(CMBS)	
KSMJ,	1380,	5 KW (DA-2)	, OLDIES	SMN,	$ 34.00	(MMR)	Genesis
KXOA,	1470,	5 KW/1 KW(DA-2),	NOSTALGIA	APR,	$ 37.00	(Banner)	Brown

FM STATIONS

KAER-F,	92.5,	50 KW @ 449,	SOFT AC	,	$ 49.00	(Group W)	Westinghouse	
KCTC-F,	96.1,	50 KW @ 476,	BTFL/EZ	,	$ 85.00	(Christal)	Tribune Co.	
KQPT-F,	100.5,	115 KW @ 380,	JAZZ/NEW AGE	Source,	$ 37.00	(Republic)	Duchoissois	
KRAK-F,	105.1,	50 KW @ 500,	COUNTRY	,	$100.00	(Katz)	EZ	
KROY-F,	96.9,	50 KW @ 500,	CHR	US 1,Source,	$ 55.00	(HNWH)	Great American	
KRXQ-F,	93.7,	25 KW @ 324,	AOR	,	$ 61.00	(Torbet)	Fuller-Jeffrey	
KWOD-F,	106.5,	50 KW @ 310,	CHR	ABC-F,CBS-R,	$ 57.00	(CBS)		
KXOA-F,	107.9,	50 KW @ 420,	AC	,	$125.00	(Banner)	Brown	
KZAP-F,	98.5,	50 KW @ 495,	AOR	,	$ 96.00	(Mc-Guild)	Nationwide	
KSFM-F,	102.5,	50 KW @ 500,	CHR	,	$ 94.00	(MMR)	Genesis	(WOODLAND)
KHYL-F	101.1,	36 KW @ 567,	OLDIES	,	$ 40.00	(Eastman)	Parker	(AUBURN)

CALL LETTER CHANGES

FORMAT CHANGES

SALES

KROY-F: From Commonwealth to Great American for $11,800,000 (MVP)

SAGINAW - BAY CITY - MIDLAND

Arbitron Rank/Pop (12+): 105/327,100

MSA Rank/Pop: 116/402,400
ADI #59 (w/~~Flint~~)
Average Person Ratings: 18.1
Market TSL: 24.0 Hours

Stations: 19/12
Diaries: 894/366:1/58.0%
Sample Target: 740
% Below Line: 5.6%
% Not Listed: 8.8%

1988 Revenue: $9,600,000
HH Inc.: $32,341
Retail $: 2.9 Bil
Pop per Station: 27,258
#1 Biller: WIOG-F _$3,500,000

12+ METRO	1/4/SHARE	SPG 88	FAL 87	SPG 87	FAL 86	4 BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. WIOG-F (CHR)	178/30.1	24.3	29.9	33.8	30.3		429/4373	1676/51.2	44.5	50.7	94	32.0	219	1612	WIOG-F
2. WKCQ-F (C)	74/12.5	10.8	8.7	10.9	9.3		121/1469	844/25.8	22.9	2.07	114	9.9	68	718	WKCQ-F
3. WHNN-F (AC)	65/11.0	13.7	7.7	10.6	9.2		107/1620	870/26.6	27.5	20.6	138	9.6	66	726	WHNN-F
4. WSGW (MOR)	64/10.8	13.3	15.0	14.2	11.2		70/ 803	667/20.4	22.2	24.6	71	11.8	81	641	WSGW
5. WKQZ-F (AOR)	46/ 7.8	8.3	7.3	5.6	7.6		62/ 6.1	471/14.4	15.8	14.4	87	9.8	67	658	WKQZ-F
6. WGER-F (EZ)	36/ 6.1	6.6	8.9	6.7	9.0		37/ 468	412/12.6	14.2	15.1	70	2.5	17	420	WGER-F
7. WTLZ-F (B)	20/ 3.4	2.5	2.8	2.1	2.9		25/ 388	201/ 6.1	4.4	3.6	135	5.4	37	376	WTLZ-F
8. WJR (MOR)	13/ 2.2	1.8	3.8	2.6	1.9		67/1103	183/ 5.6	7.2	8.6	86	2.0	14	249	WJR
9. WSAM (O)	9/ 1.5	2.1	1.6	1.7	1.0		9/ 211	202/ 6.2	6.1	6.8	127	1.6	11	194	WSAM
10.															
11.															
12.															
13.															
14.															
15.															

12+ FM SHARE (METRO): 80.71% (435 OF 539) (FAL 87: 73.58%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WIOG-F>>	1. WIOG-F>>	1. WIOG-F>>	1. WIOG-F>>	1. WIOG-F>>	1. WSGW	1. WIOG-F>>	1. WIOG-F>>	1. WIOG-F>>	1. WIOG-F>>	1. WIOG-F<
2.	2. WKQZ-F	2. WHNN-F	2. WHNN-F	2. WHNN-F	2. WKCQ-F	2. WSGW	2. WKCQ-F	2. WKCQ-F	2. WKCQ-F<	2. WSGW
3.	3. WHNN-F	3. WKCQ-F	3. WKCQ-F>	3. WKCQ-F>	3. WIOG-F	3. WKCQ-F	3. WHNN-F<	3. WHNN-F	3. WSGW	3. WKQZ-F
4.	4. WKCQ-F	WKQZ-F	4. WKQZ-F	4. WSGW	4. WHNN-F	4. WHNN-F	4. WSGW	4. WSGW	4 WHNN-F	4. WKCQ-F
5.	5.	5.	5. WSGW	5. WKQZ-F	5. WGER-F	5.	5.	5. WKQZ-F	5. WKQZ-F	5. WGER-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WIOG-F>>	1. WIOG-F>>	1. WIOG-F>>	1. WIOG-F>>	1. WIOG-F>>	1. WIOG-F	1. WIOG-F	1. WIOG-F>	1. WIOG-F>	1. WIOG-F>
2. WKCQ-F	2. WHNN-F>	2. WHNN-F>>	2. WHNN-F	2. WHNN-F	WKQZ-F>>	2. WKQZ-F>>	2. WKQZ-F>	2. WKQZ-F>	2. WKCQ-F
3. WHNN-F	3. WKCQ-F	3. WKCQ-F	3. WKCQ-F	3. WKCQ-F	3. WHNN-F	3. WHNN-F	3. WHNN-F	3. WHNN-F	3. WHNN-F
WKQZ-F	4.	4. WGER-F	4.	4.	4. WKCQ-F	4. WKCQ-F	4. WKCQ-F	4. WKCQ-F	4. WKQZ-F
5.	5.	5.	5.	5.	5.	5.	5.	5.	5. WSGW

FORMATS	AM	FM	TOTAL	%	FAL 87 %
TOP 40/CHR/CONTEMP		178 (1)	178 (1)	33.0	32.5
AOR/CLASSIC		48 (2)	48 (2)	8.9	8.7
AC/OLDIES/SOFT ROCK	17 (3)	71 (3)	88 (6)	16.3	10.4
MOR/VARIETY/FULL	84 (3)		84 (3)	15.6	20.8
COUNTRY		76 (2)	76 (2)	14.1	12.3
BLACK/URBAN		20 (1)	20 (1)	3.7	3.0
BTFL MUSIC/EZ		38 (2)	38 (2)	7.1	10.8
NEWS/TALK					
NOSTALGIA					
RELIGION/GOSPEL	2 (1)		2 (1)	0.4	0.8
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
OTHERS/UNKNOWN		5 (1)	5 (1)	0.9	0.9
	103 (7)	436 (11)	539 (19)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBCM	1440	Bay City	.3/1.5
WKNX	1210	Saginaw	.3/2.0
WLFS	100.9	Pinconning	.7/2.7
WXOX	1250	Bay City	1.0/3.9
WCEN-F	94.5	Mt. Pleasant	.3/3.1
WCRZ-F	107.9	Flint	.3/3.7
WFDF	910	Flint	1.2/2.7
WGMZ-F	101.7	Tuscola	.3/1.0
WUPS-F	98.5	Houghton Lake	.8/1.5
WWCK-F	105.5	Flint	.3/2.3

RADIO STATIONS

WSAM, 1400, 1 KW , OLDIES ABC-D,$ 16.00 (Christal) Macdonald
WSGW, 790, 5 KW/1 KW (DA-2) , MOR NBC,NBC-T,$ 39.00 (Katz) Booth

WGER-F, 106.3, 3 KW @ 325, EZ ,$ 36.00 (Mc-Guild)
WHNN-F, 96.1, 100 KW @ 1032, AC US 2,$ 45.00 (Republic) Liggett
WIOG-F, 102.5, 86 KW @ 870, CHR CBS-R,ABC-C,$ 80.00 (Katz) Booth
WKCQ-F, 98.1, 50 KW @ 500, COUNTRY ABC-D,$ 41.00 (Christal) MacDonald
WKQZ-F, 93.5, 3 KW @ 300, AOR US 1,$ 31.00 (Eastman)
WWWS-F, 107.1, 2 KW @ 360, BLACK SBN,$ 17.00 (Banner)

WJR - See Detroit WFDR - See Flint

MISCELLANEOUS COMMENTS WWWS changes calls to WTLZ (Sept.)...

ST. LOUIS

Arbitron Rank/Pop (12+): 15/2,037,500

MSA Rank/Pop: 13/2,462,200
ADI #18
Average Person Ratings: 17.4
Market TSL: 23.0 Hours

Stations: 30/30
Diaries: 1969/1035:1/57.5%
Sample Target: 1740
% Below Line: 0
% Not Listed: 6.5

1988 Revenue: $65,400,000
HH/ Inc: $35,349
Retail $: 16.9 Bil
Pop per Station: 67,917
#1 Biller: KMOX: $20,500,000

12+ METRO		1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME
1. KMOX	(T)	607/17.1	23.5	25.0	21.3	22.1	21.7	725/ 8497	6983/34.3	43.9	42.7	70	18.6	691	7074 KMOX
2. KSHE-F	(AOR)	352/ 9.9	9.9	9.5	10.0	9.9	9.8	493/ 5439	4262/20.9	19.7	20.2	99	13.2	488	5079 WSHE-F
3. KEZK-F	(EZ)	297/ 8.4	7.0	6.0	6.9	7.1	7.1	335/ 4084	3544/17.4	14.4	15.4	92	5.1	189	2055 KEZK-F
4. KSD-F	(AOR)	243/ 6.8	5.6	5.3	5.3	3.8	5.8	278/ 3724	3337/16.4	14.5	11.0	143	5.7	213	3177 KSD-F
5. KMJM-F	(B)	232/ 6.5	5.6	6.4	7.0	8.2	6.4	234/ 2249	2196/10.8	11.2	11.2	65	9.9	367	4022 KMJM-F
6. KLOU-F	(O)	206/ 5.8	5.4	4.8	6.0	4.9	5.5	242/ 4383	3625/17.8	18.2	17.3	95	--	--	-- KLOU-F
7. WIL-F	(C)	205/ 5.8	5.3	6.2	5.4	4.2	5.7	256/ 3315	2682/13.2	12.9	10.0	124	6.3	234	2324 WIL-F
8. KYKY-F	(AC)	183/ 5.1	2.9	4.0	5.0	3.9	4.3	188/ 2843	2689/13.2	11.8	12.7	137	5.2	194	2153 KYKY-F
9. WKBQ-F	(CHR)	127/ 3.6	3.7	3.2	3.0	3.0	3.4	136/ 3184	2901/14.2	11.6	12.4	56	5.8	214	3215 WKBQ-F
10. KRJY-F	(AC)	123/ 3.5	2.5	3.7	2.0	3.2	2.9	130/ 2436	2265/11.1	10.2	9.1	151	2.6	97	1278 KRJY-F
11. WKKX-F	(C)	85/ 2.4	3.0	2.1	1.8	1.7	2.3	104/ 1603	1258/ 6.2	6.5	5.2	150	2.2	80	137 WKKX-F
12. KATZ	(B)	70/ 2.0	1.6	1.9	2.2	2.1	1.9	70/ 797	797/ 3.9	4.9	5.0	145	2.4	88	795 KATZ
13. WMRY-F	(AOR)	58/ 1.6	1.5	2.3	2.0	2.6	1.9	58/ 1078	1078/ 5.3	6.4	7.0	144	.8	31	725 WMRY-F
14. KSTZ-F	(AC)	56/ 1.6	1.7	1.3	.9	--	1.4	98/ 1626	1138/ 5.6	4.7	--	125	.8	30	673 KSTZ-F
15. KUSA	(C)	50/ 1.4	1.7	1.8	1.6	1.8	1.6	91/ 1836	1064/ 5.2	4.7	5.3	114	2.0	75	907 KUSA
16. WESL	(R/G)	48/ 1.4	1.2	1.1	1.1	1.4	1.2	48/ 534	534/ 2.6	2.7	2.5	86	.5	19	324 WESL
17. KFUO-F	(CL)	46/ 1.3	1.1	1.0	1.3	1.2	1.2	47/ 1048	1023/ 5.0	4.1	4.1	108	.6	21	561 KFUD-F
18. KXOK	(T)	45/ 1.3	.6	.4	.5	.5	.7	48/ 972	853/ 4.2	2.9	3.1	54	.5	19	665 KXOK
19.															
20.															
21.															
22.															
23.															
24.															
25.															

12+ FM SHARE (METRO): 69.54% (2310 of 3322) (FAL 87: 61.24%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KLOU-F	1. KSHE-F>	1. KSHE-F>	1. KSHE-F<	1. WMOX	1. KMOX>>	1. KMOX>>	1. KMOX	1. KMOX>	1. KMOX	1. KMOX>>
2. KMJM-F	2. KSD-F	2. KSD-F	2. KSD<<	2. KSHE-F<	2. KEZK-F>	2. KSHE-F	2. KEZK-F	2. KSHE-F	2. KMJM-F>	2. KMJM-F
3. WKBQ-F	3. KMJM-F	3. KMOX	3. KMOX	3. KSD-F	3. WILF>	3. KSD-F	3. KSHE-F>	3. KEZK-F	3. KSHE-F	3. WIL-F
4. KSHE-F	4. KYKY-F	4. KMJM-F	4. KYKY-F	4. KEZK-F	4.	4. KYKY-F	4. KSD-F	4. KSD-F	4. WKBQ-F	4. KSHE-F<
5.	5 KLOU-F	5. KYKY-F	5. KEZK-F	5. WIL-F	5.	5. KEZK-F	5. KYKY-F	5. KLOU-F	5. KLOU-F	5. KEZK-F
6.	6. WKBQ-F	6. KLOU-F	6. KLOU-F<	6. KYKY-F	6.	6. KMJM-F	6. WIL-F	6. KMJM-F<	6. KEZK-F	6. KYKY-F
									WIL-F	
7.	7. KEZK-F<	7. KEZK-F	7. WIL-F	7. KLOU-F	7.	7. WIL-F	7. KLOU-F	7. WIL-F		7. KMOX-F
8.	8. KMOX	8.	8.	8. KRJY-F	8.	8.	8.	8. KYKY-F	8.	8. KSD-F
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KMJM-F>	1. KSHE-F	1. KSD-F	1. KSHE-F	1. KMOX	1. KSHE-F>>	1. KSHE-F>	1. KSD-F<	1. KSHE-F>	1. KMDX
2. KSHE-F>	2. KMJM-F	2. KSHE-F	2. KYKY-F	2. KEZK-F	2. KMJM-F	2. KSD-F>	2. KSHE-F>>	2. KSD-F	2. KSHE-F
3. KYKY-F	3. KSD-F	3. KYKY-F>	3. KMJM-F	3. KYKY-F	3. KSD-F>	3. KMJM-F>	3. KMOX	3. KMOX>	3. KSD-F>>
4. KLOU-F	4. KYKY-F>	4. KMJM-F	4. KSD-F	4. WIL-F	4. WKBQ-F	4. KMOX<	4. KYKY-F	4. KMJM-F	4. WIL-F
5. KSD-F	5. KLOU-F	5. KLOU-F	5. KEZK-F<	5. KSD-F	5. KLOU-F>	5. KYKY-F	5. KMJM-F	5. KLOU-F	5. KEZK-F
WKBQ-F	6. WKBQ-F	KRJY-F	6. KLOU-F	6. KSHE-F	6. WIL-F	6. WKBQ-F	6. KEZK-F	6. KYKY-F	6. KLOU-F<
7. KEZK-F	7. KEZK-F	7. WIL-F	7. KMOX	7. KLOU-F	7. WRYT	7. KLOU-F	7. WMRY-F	7. WIL-F	7. KYYK-F<
8. WMRY-F	8.	8. KEZK-F	8. WIL-F	8.	8.	8. F	8.	8. KEZK-F	8.

FORMATS	AM	FM	TOTAL	%	FAL 87 %
TOP 40/CHR/CONTEMP		127 (1)	127 (1)	3.8	8.4
AOR/CLASSIC		653 (3)	653 (3)	19.7	13.2
AC/OLDIES/SOFT ROCK	40 (1)	597 (5)	637 (6)	19.2	16.5
MOR/VARIETY/FULL					0.4
COUNTRY	78 (2)	290 (2)	368 (4)	11.1	9.2
BLACK/URBAN	70 (1)	269 (2)	339 (3)	10.2	12.2
BTFL/EZ		297 (1)	297 (1)	8.9	7.4
NEWS/TALK	652 (2)		652 (2)	19.6	23.5
NOSTALGIA	41 (2)		41 (2)	1.2	3.7
RELIGION/GOSPEL	72 (3)	31 (1)	103 (4)	3.1	3.0
SPANISH					
CLASSICAL		46 (1)	46 (1)	1.4	1.3
JAZZ/NEW AGE					
OTHERS/UNKNOWN	59 (3)		59 (3)	1.8	0.9
			3322 (30)		

OTHER RATED STATIONS/METRO SHARE AND CUME RATING

KATZ-F	100.3	Alton	1.0/3.9
KGLD	1380	St. Louis	1.1/4.4
KLPW	1220	Union	.5/ .6
KLTH-F	97.1	Florissant/St. Louis	.8/3.0
KSIV	1320	Clayton/St. Louis	.4/1.3
KXEN	1010	Festus/St. Louis	.3/ .7
WCBW-F	104.9	Columbia/St. Louis	.9/3.0
WEW	770	St. Louis	.7/2.0
WGNU	920	Granite City	.7/1.9
WIL	1430	St. Louis	.8/3.3
WKLL	590	Wood River/St. Louis	.5/2.5
WRYT	1080	Edwardsville	.5/ .7

RATIO STATIONS

AM STATIONS

KATZ,	1600,	5 KW (DA-N)	, BLACK	NBN,	$ 42.00	(K & P)	Interurban
KGLD,	1380,	5 KW/1 KW (DA-2)	, OLDIES	ABC-D,	$ 38.00	(Republic)	Chase
KMOX,	1120,	50 KW	, TALK	CBS,	$335.00	(CBS)	CBS
KSIV,	1320,	5 KW/125 W	, RELIGION	,	$ 18.00	(---)	Bott
KSTL,	690,	1 KW (DAYS)	, RELIGION	,	$ 14.00	(---)	
KUSA,	550,	5 KW (DA-N)	, COUNTRY	ABC-I,	$ 52.00	(Mc-Guild)	Gannett
KXEN,	1010,	50 KW (DAYS, DA)	, RELIGION	,	$ 12.00	(---)	Mid American Gospel
KXOK,	630,	5 KW (DA-2)	, TALK	MBS,ABC-T,	$ 35.00	(HNWH)	
WESL,	1490,	1 KW/250 W (DA-1)	, BLACK	SBN,	$ 24.00	(K & P)	
WEW ,	770,	1 KW (DAYS)	, NOSTALGIA	,	$ 24.00	(---)	
WIL ,	1430,	5 KW (DA-2)	, COUNTRY	ABC-E,	$ NA	(Banner)	Heritage
WKLL,	590,	1 KW (DA-1)	, NOSTALGIA	NBC,	$ 50.00	(MMR)	Adams

FM STATIONS

KRJY,	93.7,	100 KW @ 650,	SOFT AC	ABC-F,	$ 53.00	(Banner)		
KATZ,	100.3,	50 KW @ 495,	BLACK	NBN,	$ 37.00	(K & P)	Interurban	(ALTON,IL)
KEZK,	102.5,	100 KW @ 500,	BTFL/EZ	,	$ 90.00	(MMR)	Adams	
KFUO,	99.1,	100 KW @ 557,	CLASSICAL	,	$ 45.00	(CMBS)		
KLOU,	103.3,	100 KW @ 1212,	OLDIES	CBS-R,	$ 73.00	(CBS)	CBS	
KLTH,	97.1,	100 KW @ 560,	AC/JAZZ/NEW AGE	SMN,	$ 43.00	(HNWH)		
KMJM,	101.7,	100 KW @ 1019,	URBAN	,	$ 90.00	(Christal)	Noble	
KSD ,	93.7,	100 KW @ 850,	CLASSIC ROCK	,	$ 85.00	(Mc-Guild)	Gannett	
KSHE,	94.7,	100 KW @ 1019,	AOR	,	$155.00	(Katz)	Emmis	
KYKY,	98.1,	100 KW @ 580,	AC	,	$118.00	(MMR)	EZ	
WCBW,	104.9,	3 KW @ 235,	RELIGION	,	$ 20.00	(---)	Universal	
WIL ,	92.3,	97 KW @ 900,	COUNTRY	ABC-E,	$ 68.00	(Banner)	Heritage	
WKBQ,	106.5,	39 KW @ 592,	CHR	,	$ 62.00	(Republic)	Chase	
WKKX,	104.1,	50 KW @ 500,	COUNTRY	,	$ 43.00	(---)		(JERSEYVILLE, IL)
WMRY,	101.1,	50 KW @ 320,	AOR	,	$ 51.00	(Torbet)		

CALLS	FORMATS	SALES
KHTR changes to KLOU	KLOU: From CHR to OLDIES (Oct)	
WRTH changes to WKLL (Sept)		

SALINAS - MONTEREY - SANTA CRUZ

Arbitron Rank/Pop (12+): 75/487,600

MSA Rank/Pop: Salinas/Monterey - 133/355,600
ADI #106 Santa Cruz - NA
Average Person Ratings: 16.7
Market TSL: 22.5 Hours

Stations: 32/11
Diaries: 887/550:1/50.5%
Sample Target: 860
% Below Line: 28.4%
% Not Listed: 14.1%

1988 Revenue: $11,500,000
HH Inc.: $38,420
Retail $: 3.6 Bil
Pop per Station: 44,327
#1 Biller: KWAV-F $1,700,000

12+ METRO	1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4 BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. KDON-F (CHR)	71/8.7	9.2	8.9	8.8	6.8	8.9	75/1170	1072/22.0	20.8	20.9	59	10.6	90	1331	KDON-F
2. KGO (N/T)	61/7.5	7.5	7.6	8.3	6.8	7.7	68/ 803	701/14.4	16.5	15.2	53	7.4	63	732	KGO
3. KWSS-F (CHR)	55/6.8	8.8	7.3	6.9	7.8	7.5	61/1026	945/19.4	18.7	21.0	100	9.3	79	1187	KWSS-F
4. KWAV-F (AC)	48/5.9	3.0	3.9	4.2	4.3	4.3	48/ 693	693/14.2	13.1	13.3	151	3.6	31	532	KWAV-F
5. KOCN-F (AC)	42/5.2	3.0	3.3	3.3	4.9	3.7	42/ 426	426/ 8.7	9.3	9.6	144	3.5	30	276	KOCN-F
6. KMBY-F (AOR)	41/5.0	4.2	4.2	5.8	4.9	4.8	41/ 582	582/11.9	11.4	11.3	112	8.8	75	786	KMBY-F
7. KTOM-F (C)	34/4.2	4.4	3.4	4.0	4.8	4.0	38/ 512	490/10.0	8.9	11.2	117	5.4	46	432	KTOM-F
8. KXDC-F (EZ)	32/3.9	1.7	1.2	.7	1.4	1.9	32/ 263	263/ 5.4	3.5	2.8	72	.8	7	110	KXDC-F
9. KBOQ-F (CL)	28/3.4	2.5	2.2	3.2	3.6	2.8	29/ 441	429/ 8.8	6.6	8.6	76	3.8	32	376	KBOQ-F
KBAY-F (EZ)	28/3.4	4.0	5.3	3.8	7.0	4.1	31/ 510	453/ 9.3	10.0	13.5	47	3.6	31	301	KBAY-F
11. KCTY (SP)	27/3.3	3.1	5.7	4.2	3.5	4.1	27/ 261	261/ 5.4	6.6	5.6	148	2.6	22	328	KCTY
12. KPIG-F (C)	26/3.2	2.5	1.8	1.5	---	2.3	26/ 295	276/ 5.7	4.6	---	131	1.6	14	172	KPIG-F
13. KCBS (N/T)	24/2.9	3.4	4.4	2.5	2.8	3.3	25/ 515	463/ 9.5	10.6	9.5	72	1.5	13	320	KCBS
14. KRAY-F (SP)	18/2.2	1.0	2.0	3.3	1.9	2.1	18/ 228	228/ 4.7	4.1	4.1	150	.7	6	93	KRAY-F
KHIP-F (AOR)	18/2.2	1.8	2.1	2.9	2.0	2.3	22/ 382	352/ 7.2	6.2	8.1	105	2.2	19	235	KHIP-F

12+ FM SHARE (METRO): 73.39% (513 OF 699) (FAL 87: 68.12%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KDON-F>	1. KDON-F	1. KDON-F<	1. KWAV-F	1. KWAV-F	1. KGO	1. KGO	1. KDON-F	1. KDON-F	1. KDON-F	1. KDON-F
2. KWSS-F>>	2. KMBY-F	2. KWAV-F	2. KOCN-F<	2. KOCN-F	2. KXDC-F	2. KWSS-F	2. KWAV-F	2. KWAV-F	2. KWSS-F	2. KBAY-F
3.	3. KWSS-F	3. KMBY-F	3. KWSS-F	3. KWSS-F	3. KTOM-F	3. KDON-F	3. KOCN-F	3. KGO	3. KGO >	3. KCTY <
4.	4. KOCN-F	4. KOCN-F	4. KMBY-F	4. KMBY-F	KBAY-F	4. KWAV-F	4. KGO	4. KMBY-F	4. KMEL-F	4. KMBY-F
5.	5. KWAV-F	5. KWSS-F	5. KDON-F	5. KDON-F	5. KBOQ-F	5. KOCN-F	5. KMBY-F	5. KOCN-F	5. KMBY-F	KWAV-F
					KWAV-F					

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KDON-F>>	1. KDON-F	1. KOCN-F	1. KDON-F	1. KWAV-F	1. KMBY-F	1. KMBY-F>	1. KMBY-F	1. KMBY-F>	1. KMBY-F
2. KOCN-F	2. KOCN-F	2. KWAV-F	KWAV-F	2. KOCN-F	2. KDON-F	2. KWSS-F	KRAY-F	2. KPIG-F	KWSS-F
3. KWSS-F	3. KWAV-F	3. KDON-F	3. KOCN-F	3. KDON-F	3. KMEL-F	3. KDON-F	3. KWSS-F	KWSS-F	3. KWAV-F
4. KCTY	4. KWSS-F	4. KWSS-F	4. KWSS-F	4. KWSS-F	4. KPIG-F	4. KPIG-F	4. KWAV-F	4. KDON-F	4. KPIG-F
KMEL-F	5. KCTY-F	5. KCTY	5. KCTY	5. KTOM-F	5. KHIP-F	5. KRAY-F	5. KPIG-F	5. KWAV-F	KRAY-F
6. KWAV-F		KMBY-F			6. KWSS-F		6. KDON-F		

FORMATS	AM	FM	TOTAL	%	FAL 87 %
TOP 40/CHR/CONTEMP		140 (3)	140 (3)	20.0	17.6
AOR/CLASSIC		82 (4)	82 (4)	11.7	10.3
AC/OLDIES/SOFT ROCK		95 (3)	95 (3)	13.6	11.8
MOR/VARIETY/FULL	9 (1)		9 (1)	1.3	2.6
COUNTRY	13 (1)	60 (2)	73 (3)	10.4	7.7
BLACK/URBAN					1.0
BTFL MUSIC/EZ	3 (1)	65 (3)	68 (4)	9.7	10.3
NEWS/TALK	91 (3)		91 (3)	13.0	12.5
NOSTALGIA	15 (2)		15 (2)	2.1	5.4
RELIGION/GOSPEL	8 (1)		8 (1)	1.1	
SPANISH	40 (3)	30 (2)	70 (5)	10.0	14.0
CLASSICAL		28 (1)	28 (1)	4.0	4.7
JAZZ/NEW AGE		13 (1)	13 (1)	1.9	2.3
OTHERS/UNKNOWN	7 (1)		7 (1)	1.0	
RADIO STATIONS	186 (13)	513 (19)	699 (32)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KDON	1460	Salinas	.5/2.9
KKMC	880	Gonzales	1.0/2.4
KLFA-F	93.9	King City	1.5/2.8
KLRS	1080	Santa Cruz	.9/2.8
KLRS-F	99.1	Santa Cruz	1.6/5.7
KNZS	1540	Capitola	.7/2.1
KOMY	1340	Watsonville	1.0/3.9
KTGE	1570	Salinas	1.1/3.1
KTOM	1380	Salinas	1.6/3.7
KXDC	630	Monterey	.4/1.7
KABL-F	98.1	San Francisco	.6/1.0
KARA-F	105.7	Santa Clara	.6/2.6
KFRC	610	San Francisco	.9/1.4
KMEL-F	106.1	San Francisco	1.7/3.9
KNBR	680	San Francisco	1.1/4.6
KOME-F	98.5	San Jose	1.7/4.7
KSJO-F	92.3	San Jose	1.1/4.3

KCTY, 980, 1 KW/480 W (DA-1), HISPANIC, $ 26.00 (Lotus)
KDON, 1460, 5 KW (DA-1), HISPANIC, SMN, $ 15.00 (Katz) Henry
KOMY, 1340, 1 KW, NOSTALGIA, MBS, $ 12.00 (Radio Time) (WATSONVILLE)
KTGE, 1570, , HISPANIC, $ 17.00 (Katz Hisp.)
KTOM, 1380, 5 KW (DA-2), COUNTRY, ABC-E, $ 20.00 (MMR) Comm. Pacific

KBOQ-F, 92.7, 1 KW @ 570, CLASSICAL, $ 24.00 (Durpetti) (MARINA)
KDON-F, 102.5, 19 KW @ 2270, CHR, $ 37.00 (Katz) Henry
KHIP-F, 93.5, 3 KW @ ?? , CLASSIC ROCK, $ NA (Eastman) (HOLLISTER)
KLFA-F, 93.9, 6 KW @ 700, HISPANIC, $ 20.00 (Caballero) (KING CITY)
KLRS-F, 99.1, 1 KW @ 2890, NEW AGE, $ 28.00 (Mc-Guild) Fuller-Jetfrey
KMBY-F, 107.1, 1 KW @ 1570, AOR, $ 31.00 (Banner)
KOCN-F, 104.9, 1 KW @ 500, AC, MBS, $ 22.00 (Torbet)
KRAY-F, 103.9, 3 KW @ 165, HISPANIC, $ 26.00 (Lotus)
KTOM-F, 100.7, 1 KW @ 2575, COUNTRY, ABC-E, $ 30.00 (MMR) Comm. Pacific
KWAV-F, 96.9, 18 KW @ 2575, AC, APR, $ 43.00 (HNWH) Buckley
KXDC-F, 101.7, 1 KW @ 590, BTFL/EZ, $ 15.00 (CHristal) Woods

MISCELLANEOUS COMMENTS KXDC A/F sold by Woods for $2,650,000 (Blackburn)... KSCO changes to KLRS-AM (Nov.)...

SALT LAKE CITY

Arbitron Rank/Pop (12+): 37/999,300

MSA Rank/Pop: 45/1,061,100
ADI #41
Average Person Ratings: 15.8
Market TSL: 20.8 Hours

Stations: 31/31
Diaries: 1337/747:1/59.3%
Sample Target: 1240
% Below Line: 0 %
% Not Listed: 6.7%

1988 Revenue: $28,200,000
HH Inc.: $30,695
Retail $: 6.0 Bil
Pop per Station: 32,235
#1 Biller: KSL $4,500,000

12+ METRO		1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4 BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. KSFI-F	(EZ)	157/10.0	7.0	7.9	9.8	11.0	8.7	190/2367	1960/19.6	16.7	20.7	91	4.0	71	1076	KSFI-F
2. KKAT-F	(C)	152/ 9.6	11.4	9.0	8.9	10.8	9.7	173/2341	1971/19.7	17.6	18.1	121	10.4	184	1850	KKAT-F
3. KISN-F	(CHR)	124/ 7.9	9.3	10.6	7.8	7.2	8.9	147/2360	1994/20.0	26.1	17.9	77	8.1	144	2464	KISN-F
4. KCPX-F	(CHR)	115/ 7.3	8.3	9.3	8.4	7.8	8.3	140/2465	2205/22.1	22.9	19.0	64	10.4	184	2353	KCPX-F
5. KSL	(MOR)	110/ 7.0	7.4	7.2	7.9	9.3	7.4	135/2951	2420/24.2	20.0	25.1	103	8.6	153	2444	KSL
6. KRSP-F	(AOR)	99/ 6.3	7.6	8.9	7.8	6.9	7.7	107/1998	1838/18.4	19.9	18.6	89	9.8	174	2076	KRSP-F
7. KSOP A/F	(C)	67/ 4.2	8.2	6.	5.2	6.8	6.2	94/1658	1283/12.8	12.7	15.6	126	5.1	90	1050	KSOP A/F
8. KBER-F	(AOR)	64/ 4.1	2.2	2.6	3.4	2.1	3.1	66/1018	940/ 9.4	7.8	6.6	44	4.1	73	1149	KBER-F
9. KMGR-F	(AC)	63/ 4.0	3.6	4.0	4.3	3.2	4.0	63/ 844	831/ 8.3	9.0	7.1	153	2.7	48	837	KMGR-F
10. KALL	(AC)	58/ 3.7	2.4	2.1	3.9	3.3	3.0	61/1056	1031/10.3	7.5	8.8	116	4.2	74	1058	KALL
11. KTKK	(T)	53/ 3.4	1.8	2.8	2.5	1.6	2.6	54/ 583	578/ 5.8	4.6	3.5	71	3.2	57	474	KTKK
12. KLZX-F	(AOR)	52/ 3.3	3.4	2.5	2.2	1.7	2.9	55/ 877	813/ 8.1	6.6	5.3	155	4.4	78	879	KLZX-F
13. KJQN-F	(AOR)	51/ 3.2	2.8	1.4	.4	---	2.0	52/ 618	565/ 5.7	3.1	---	47	4.3	77	825	KJQN-F
KLCY-F	(AC)	51/ 3.2	3.2	3.6	3.7	5.0	3.4	64/1143	945/ 9.5	8.9	9.2	147	2.4	42	813	KLCY-F
15. KDAB-F	(J/NA)	33/ 2.1	1.8	2.1	3.0	2.0	2.3	34/ 535	492/ 4.9	5.6	4.0	138	2.1	37	552	KDAB-F
16.																
17.																
18.																
19.																
20.																
21.																
22.																
23.																
24.																
25.																

12+ FM SHARE (METRO): 75.95% (1118 OF 1472) (FAL 87: 75.17%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KCPX-F	1. KRSP-F	1. KKAT-F	1. KKAT-F>	1. KKAT-F	1. KSFI-F>	1. KKAT-F	1. KSFI-F<	1. KSFI-F	1. KISN-F	1. KSL
2. KISN-F>>	2. KISN-F	2. KISN-F	2. KSFI-F	2. KSFI-F	2. KSL	2. KSL	2. KKAT-F>	2. KKAT-F	2. KKAT-F<	2. KRSP-F
3.	3. KKAT-F	3. KRSP-F	3. KISN-F	3. KSL	3. KKAT-F>	3. KSFI-F	3. KCPX-F<	KISN-F	3. KCPX-F	3. KMGR-F
4.	4. KCPX-F	4. KSFI-F	4. KMGR-F<	4. KISN-F	4. KSOP-AF	4. KRSP-F<	4. KISN-F	4. KCPX-F	4. KSFI-F	4. KTKK
5.	5. KBER-F	5. KCPX-F	5. KSL	KMGR-F	5. KALL	5. KCPX-F	5. KMGR-F	5. KRSP-F	5. KRSP-F	KSFI-F
6.	6. KLZX-F	6. KMGR-F	6. KLZX-F<	6. KRSP-F	6. KTKK	6. KISN-F	6. KRSP-F	6. KSL	6. KSL	6. KISN-F
7.	7. KMGR-F<	7.	7. KSOP-AF	7. KSOP-AF	7.	7. KALL	7. KSOP-AF	7. KMGR-F	7. KJQN-F	KKAT-F
8.	8. KJQN-F	8.	8.	8.	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KISN-F>	1. KISN-F>	1. KISN-F	1. KKAT-F<	1. KKAT-F
2. KCPX-F	2. KCPX-F	2. KKAT-F	2. KISN-F	2. KSFI-F>
3. KRSP-F<	3. KKAT-F	3. KCPX-F	3. KCPX-F<	3. KCPX-F
4. KKAT-F<	4. KRSP-F	KLCY-F	4. KSFI-F	KISN-F<
5. KJQN-F	5. KMGR-F	5. KMGR-F	5. KMGR-F	5. KLCY-F
6. KBER-F	6. KLCY-F	6. KLZX-F	6. KLCY-F	KMGR-F
KSFI-F	KSFI-F	KSFI-F	7. KRSP-F	7. KSL
8.	8.	8.	8.	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KBER-F	1. KRSP-F>	1. KRSP-F	1. KKAT-F	1. KKAT-F
2. KRSP-F	2. KBER-F<	2. KLZX-F	2. KRSP-F>	2. KRSP-F
3. KKAT-F<	3. KKAT-F	3. KKAT-F	3. KBER-F	KSL
4. KJQN-F	4. KLZX-F	4. KISN-F	4. KLZX-F	4. KSFI-F
5. KCPX-F	5. KCPX-F	5. KMGR-F	5. KSL	5. KLZX-F
6.	KISN-F	6. KBER-F	6. KSFI-F<	6. KMGR-F<
7.	7. KJQN-F	KSL	7. KISN-F	7. KISN-F
8.	8.	KDAB-F	8.	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

FORMATS	AM	FM	TOTAL	%	FAL 87 %
TOP 40/CHR/CONTEMP		239 (2)	239 (2)	16.2	18.3
AOR/CLASSIC	20 (1)	296 (6)	316 (7)	21.5	9.7
AC/OLDIES/SOFT ROCK	101 (4)	151 (4)	252 (8)	17.1	20.0
MOR/VARIETY/FULL	110 (1)		110 (1)	7.5	11.4
COUNTRY	7 (1)	212 (2)	219 (3)	14.9	20.6
BLACK/URBAN					
BTFL MUSIC/EZ		157 (1)	157 (1)	10.7	13.0
NEWS/TALK	53 (1)		53 (1)	3.6	1.7
NOSTALGIA	37 (2)		37 (2)	2.5	2.1
RELIGION/GOSPEL	24 (1)	10 (1)	34 (2)	2.3	
SPANISH					
CLASSICAL					
JAZZ/NEW AGE		33 (1)	33 (1)	2.2	3.2
OTHERS/UNKNOWN	2 (1)	20 (2)	22 (3)	1.5	
	354 (12)	1118 (19)	1472 (31)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KBZE-F	99.5	Bountiful	.6/2.0
KCGL-F	105.5	Salt Lake City	.6/1.7
KDYL	1280	Salt Lake City	1.0/2.8
KEMX	1320	Salt Lake City	.3/2.0
KPAM	700	N. Salt Lake City	1.4/2.3
KKGB-F	97.9	Ogden	1.1/4.4
KLUB	570	Salt Lake City	.1/1.9
KRPN-F	107.9	Roy	1.2/3.6
KRSP	1060	S. Salt Lake City	1.5/4.5
KSOS-F	106.9	Brigham	.6/2.2
KSRR	1400	Provo	1.0/2.5
KTOU-F	94.9	Provo	.8/2.8
KUTR	860	Salt Lake City	1.5/4.4
KZOL-F	96.1	Provo	1.1/6.3
KZQQ	1550	West Valley City	1.3/2.5

RADIO STATIONS

AM STATIONS

KALL, 910, 5 KW/1 KW (DA-N)	, AC	MBS,$ 45.00	(Eastman)	Hatch
KBBX, 1600, 5 KW/1 KW (DA-N)	, RELIGION	,$ 8.00	(---)	Mid America Gospel
KEMX, 1320, 5 KW (DA-1)	, OLDIES/AC	CBS,$ 21.00	(Katz)	John Price
KDYL, 1280, 5 KW/500 W (DA-N)	, NOSTALGIA	SMN,$ 24.00	(CBS)	
KLUB, 570, 5 KW (DA-1)	, NOST/MOR	NBC,$ 29.00	(Mc-Guild)	
KRSP, 1060, 10 KW/1 KW (DA-N)	, OLDIES	ABC-D,$ 20.00	(Durpetti)	
KSL , 1160, 50 KW	, MOR	CBS,$106.00	(MMR)	Bonneville
KTKK, 630, 1 KW/500 W (DA-2)	, TALK	ABC-T,$ 31.00	(---)	
KUTR, 860, 50 KW (DAYS)	, AC	,$ 20.00	(Christal)	Citadel

FM STATIONS

KCGL, 105.5, 500 W @ 650, RELIGION	,$ 12.00	(---)	Mid America Gospel	
KCPX, 98.7, 27 KW @ 2930, CHR	,$ 60.00	(Katz)	John Price	(PROVO)
KZOL, 96.1, 55 KW @ 2620, OLDIES	,$ 30.00	(HNWH)	Cook Inlet	
KISN, 97.1, 26 KW @ 3650, CHR	,$ 59.00	(Mc-Guild)		(OGDEN)
KKAT, 101.9, 26 KW @ 3740, COUNTRY	,$ 65.00	(Banner)	Brown	
KLCY, 94.1, 24 KW @ 3030, AC	US 1,ABC-C,$ 56.00	(Eastman)	Hatch	
KLZX, 93.3, 26 KW @ 3734, CLASSIC ROCK	,$ 40.00	(Christal)	Citadel	
KMGR, 107.5, 46 KW @ 2796, SOFT AC	,$ 44.00	(HNWH)	Bingham	(OREM)
KRSP, 103.5, 28 KW @ 3630, AOR	ABC-R,$ 58.00	(Durpetti)		
KSFI, 100.3, 26 KW @ 3740, BTFL/EZ	,$ 80.00	(CBS)		
KSOP, 104.3, 25 KW @ 3650, COUNTRY	,$ 52.00	(MMR)		
KKGB, 97.9, 26 KW @ 3770, AOR	,$ 27.00	(Christal)		(OGDEN)
KDAB, 101.1, 25 KW @ 3740, JAZZ/NEW AGE	US 2,$ 32.00	(HNWH)	Albimar	(OGDEN)
KBER, 106.5, ___ KW @ ?? , AOR	SOURCE,$ 23.00	(Torbet)		(SPANISH FORK)

CALL LETTER CHANGES

KZAN changes to KKGB (Oct.)
KTOU changes to KXHT (Jan.)
KFMY changes to KZOL

FORMAT CHANGES

KGB: From Country to AOR (Aug.)
KZHT: From AOR to Hybrid CHR (Jan.)
KZOL: From CHR to Oldies

STATION SALES

KTOU-F (Provo): Sold for $940,000
(Hogan-Feldman)

SAN ANTONIO

Arbitron Rank/Pop (12+): 35/1,027,900

MSA Rank/Pop: 38/1,306,000
ADI #44

Average Person Ratings: 17.8
Market TSL: 23.5 Hours

Stations: 28/26
Diaries: 1255/819:1/51.8%
Sample Target: 1200
% Below Line: 0.7%
% Not Listed: 6.7%

1988 Revenue: $36,800,000
HH Inc.: $31,204
Retail $: 7.7 Bil
Pop per Station: 39,535
#1 Biller: WOAI $4,200,000

12+ METRO	1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4 BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. KCYY-F (C)	188/10.3	5.8	7.7	6.6	6.4	7.6	224/2647	2214/21.5	15.2	12.8	130	9.5	172	1831	KCYY-F
2. KQXT-F (EZ)	140/ 7.6	4.8	8.6	8.3	7.7	7.3	158/1838	1503/14.6	15.7	16.6	83	4.4	79	1021	KQXT-F
3. KITY-F (CHR)	129/ 7.0	9.2	9.1	8.0	7.7	8.9	139/2166	2006/19.5	19.3	17.2	43	12.7	230	2535	KITY-F
KCOR (SP)	129/ 7.0	6.0	8.4	4.9	9.7	6.6	130/ 912	898/ 8.7	9.4	10.9	86	3.7	66	967	KCOR
5. WOAI (N/T)	117/ 6.4	6.4	4.6	5.6	6.2	5.8	170/2300	1530/14.9	13.1	15.5	67	4.9	88	1342	WOAI
6. KTFM-F (U/SP)	105/ 5.7	6.8	8.0	8.2	8.0	7.2	109/1997	1845/17.9	22.3	23.0	82	8.7	157	2639	KTFM-F
7. KAJA-F (C)	100/ 5.5	4.6	4.4	5.5	5.2	5.0	107/1690	1569/15.3	13.6	13.7	133	6.4	115	1224	KAJA-F
8. KSMG-F (AC)	99/ 5.4	5.1	3.6	2.8	3.1	4.2	116/1656	1423/13.8	10.3	11.3	131	5.4	97	1113	KSMG-F
9. KISS-F (AOR)	86/ 4.7	5.6	6.9	7.6	8.4	6.2	105/1730	1485/14.4	15.8	16.2	85	8.6	155	2215	KISS-F
10. KZEP-F (AOR)	82/ 4.5	3.3	3.8	4.1	3.0	3.9	86/1219	1127/11.0	9.1	8.6	162	4.7	84	987	KZEP-F
11. KKYX (C)	72/ 3.9	4.3	2.9	2.6	3.8	3.4	196/2186	914/ 8.9	8.2	9.5	79	3.8	69	966	KKYX
12. KTSA (MOR)	64/ 3.5	2.0	1.4	3.2	2.8	2.5	92/1422	1003/ 9.9	8.1	9.6	97	2.3	41	1197	KTSA
13. KSAQ-F (CHR)	63/ 3.4	3.2	2.7	2.7	2.9	3.0	65/1405	1322/12.9	11.8	12.0	32	4.2	75	1545	KSAQ-F
14. KMMX-F (AC)	62/ 3.4	3.8	4.9	5.4	4.6	4.4	66/1087	1015/ 9.9	12.8	11.9	129	2.9	52	1122	KMMX-F
15. KONO (O)	54/ 2.9	4.1	4.2	5.2	2.5	4.1	60/1037	933/ 9.1	10.2	8.5	145	4.3	77	1120	KONO
16. KZVE-F (SP)	40/ 2.2	3.2	4.4	3.3	2.9	3.3	43/ 518	442/ 4.3	10.7	7.7	82	.7	13	173	KZVE-F
17. KEDA (SP)	37/ 2.0	2.7	2.3	3.3	2.5	2.6	40/ 619	587/ 5.7	5.7	5.0	90	1.4	25	414	KEDA
18.															
19.															
20.															
21.															
22.															
23.															
24.															
25.															

12+ FM SHARE (METRO): 65.59% (1121 OF 1709) (FAL 87: 61.15%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KITY-F>>	1. KCYY-F>	1. KCYY-F>	1. KCYY-F>	1. KCYY-F>	1. KQXT-F	1. KCYY-F	1. KCYY-F	1. KCYY-F>	1. KITY-F>	1. WOAI >
2. KTFM-F>	2. KISS-F	2. KSMG-F	2. KZEP-F	2. KAJA-F	2. WOAI	2. WOAI	2. KQXT-F>	2. KQXT-F	2. KTFM-F	2. KCYY-F
3. KSAQ-F>	3. KZEP-F	3. KAJA-F	3. KAJA-F	KZEP-F	3. KCOR	3. KCOR	3. KCOR	3. KITY-F	3. KCYY-F	3. KAJA-F
4. KISS-F	4. KITY-F	4. KZEP-F	4. KSMG-F	4. KSMG-F	4. KCYY-F	4. KITY-F	4. KSMG-F	4. KAJA-F	4. KISS-F	4. KISS-F
5.	5. KSMG-F	5. KISS-F	5. KQXT-F	5. KQXT-F	5. KKYX-F	KQXT-F	5. WOAI <	KCOR	5. KSMG-F	5. KZEP-F
6.	6. KTFM-F	6. KITY-F<	6. KCOR	6. KCOR	6. KAJA-F	6. KAJA-F<	6. KAJA	6. KTFM-F	6. KSAQ-F<	6. KMMX-F
7.	7. KAJA-F	7. KTFM=F	7. KTFM-F	7. KTFM-F	KTSA	7. KKYX <	7.	7. KSMG-F	7. KQXT-F	KQXT-F
8.	KMMX-F	8.	8.	8.	8.	8. KTFM-F	8.	WOAI	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KSAQ-F	1. KCYY-F>	1. KCYY-F	1. KCYY-F>	1. KCYY-F>	1. KISS-F	1. KISS-F>	1. KZEP-F	1. KCYY-F	1. KCYY-F
2. KITY-F	2. KITY-F	2. KMMX-F	2. KSMG-F<	2. KCOR	2. KITY-F	2. KZEP-F	2. KISS-F	2. KISS-F	2. KZEP-F
3. KCYY-F	3. KMMX-F	KZEP-F	3. KAJA-F	3. KAJA-F	3. KSMG-F	3. KCYY-F	3. KCYY-F	3. KZEP-F	3. KISS-F
4. KMMX-F	4. KTFM-F	4. KTFM-F	KTFM-F	4. KSMG-F	4. KCYY-F	4. KSMG-F	4. KSMG-F	4. KSMG-F	4. KAJA-F
KTFM-F	5. KSAQ-F	5. KAJA-F	5. KITY-F<	5. KTFM-F	KTFM-F	5. KITY-F	5. KAJA-F	5. KAJA-F	KSMG-F
6. KISS-F	6. KZEP-F	6. KSMG-F	6. KMMX-F<	6. KQXT-F	6. KSAQ-F	6. KTFM-F	6. KCOR-F	6. KITY	6. WOAI
KZVE-F	7. KAJA-F	7. KCOR	7. KCOR	7.	KZVE-F	7. KAJA-F	7. WOAI	7. WOAI	7. KQXT-F
8.	KSMG-F	8.	8.	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

FORMATS	AM	FM	TOTAL	%	%
TOP 40/CHR/CONTEMP	15 (1)	192 (2)	207 (3)	12.1	20.0
AOR/CLASSIC		168 (2)	168 (2)	9.8	11.9
AC/OLDIES/SOFT ROCK	54 (1)	182 (3)	236 (4)	13.8	13.7
MOR/VARIETY/FULL	72 (2)		72 (2)	4.2	0.8
COUNTRY	72 (1)	294 (3)	366 (4)	21.4	18.1
BLACK/URBAN	13 (1)	105 (1)	118 (2)	6.9	
BTFL MUSIC/EZ		140 (1)	140 (1)	8.2	8.1
NEWS/TALK	117 (1)		117 (1)	6.8	7.8
NOSTALGIA					1.1
RELIGION/GOSPEL	23 (1)		23 (1)	1.3	1.2
SPANISH	215 (6)	40 (1)	255 (7)	14.9	17.3
CLASSICAL					
JAZZ/NEW AGE					
OTHERS/UNKNOWN	7 (1)		7 (1)	0.4	
	583 (15)	1121 (13)	1709 (28)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KCHL	1480	San Antonio	.7/1.8
KFAN-F	101.1	Fredricksburg	1.1/4.1
KGNB	1420	New Braunfels	.4/1.4
KRIA	930	Terrill Hills	.3/1.5
KSAH	720	Universal City	1.0/3.3
KSJL	760	San Antonio	.8/1.9
KSLR	630	San Antonio	1.3/3.8
KXET	1250	San Antonio	.5/2.7
KXTN	1310	San Antonio	.8/3.0
KASE-F	100.7	Austin	.3/ .9
KCHG	810	Somerset	.4/ .9

RADIO STATIONS

AM STATIONS

KCOR, 1350, 5 KW (DA-N), HISPANIC, $ 63.00 (Katz Hisp.) Tichenor
KDRY, 110 , 5 KW/1 KW (DA-N), RELIGION, $ 11.00 (---)
KEDA, 1540, 5 KW/1 KW (DA-N), HISPANIC, $ 37.00 (Caballero)
KFHM, 1160, 10 KW/1 KW (DA-2), HISPANIC, $ 19.00 (Roslin)
KKYX, 680, 50 KW/10 KW (DA-N), COUNTRY ABC-I, $ 47.00 (Katz) New City
KCHL, 1480, 2.5 KW (DAYS,DA), OLDIES SMN, $ 21.00 (Group W)

KONO, 860, 5 KW/1 KW, OLDIES NBC, $ 40.00 (Christal) Genesis
KRIA, 930, 5 KW/1 KW (DA-N), HISPANIC, $ 28.00 (Lotus)
KSAH, 720, 10 KW/1 KW (DA-2), HISPANIC, $ 20.00 (Caballero)
KSLR, 630, 5 KW (DA-2), RELIGION, $ 18.00 (---)
KTSA, 550, 5 KW (DA-N), MOR/HISPANIC, $ 42.00 (Banner)
KXET, 1250, 1 KW (DA-N), HISPANIC, $ 30.00 (Lotus) Lotus
WOAI, 1200, 50 KW, NEWS/TALK CBS, $ 84.00 (HNWH) Clear Channel

FM STATIONS

KAJA, 97.3, 100 KW @ 472, COUNTRY, $ 75.00 (HNWH) Clear Channel
KZVE, 107.5, 100 KW @ 1535, HISPANIC, $ 51.00 (Eastman) TK
KCYY, 100.3, 100 KW @ 580, COUNTRY, $ 66.00 (Katz) New City
KISS, 99.5, 100 KW @ 576, AOR ABC-R, $ 69.00 (MMR) Adams
KITY, 92.9, 100 KW @ 1020, CHR, $ 59.00 (Christal) Genesis

KMMX, 106.7, 100 KW @ 1030, AC, $ 58.00 (Group W)
KQXT, 101.9, 100 KW @ 700, BTFL/EZ US 1,CBS-R, $ 58.00 (Group W) Westinghouse
KSAQ, 96.1, 100 KW @ 480, CHR, $ 43.00 (Eastman) Inner City
KTFM, 102.7, 100 KW @ 670, URBAN/HCR, $ 81.00 (Banner)
KSMG, 105.3, 100 KW @ 1240, OLDIES, $ 60.00 (CBS) Rusk
KZEP, 104.5, 100 KW @ 750, CLASSIC AOR MBS, $ 44.00 (Torbet) Lotus

CALL LETTER CHANGES

KBUC-F: Changes to KZVE-F
KBUC: Changes to KXTN

FORMAT CHANGES

KSJL: From simulcasts to Z-Rock (Nov.)
KXTN, KZVE-F: From Country to Hispanic (Sept.)

STATION SALES

FORMAT CODES

CHR -	Contemporary Hit Radio, Top 40, Contemporary	T -	Talk
AC -	Adult Contemporary	N -	News
O -	Oldies (1955 to near 1988)	SP -	Hispanic/Spanish
B -	Black (audience predominantly Black - over 75%)	BB -	Big Band, Nostalgia
U -	Urban (majority of audience is non-white although a large segment is white)	M -	Middle of Road (MOR), Full Service, Variety
EZ -	EZ Listening, Beautiful Music	J/NA -	Jazz and New Age
AOR -	Album Oriented Rock, also includes Classic Rock	R -	Religion, Christian, Christian Music
CL -	Classical	G -	Gospel
C -	Country	E -	Ethnic
		? -	Others or Unknown

SAN DIEGO

Arbitron Rank/Pop (12+): 19/1,985,100

MSA Rank/Pop: 16/2,310,600
ADI #24
Average Person Ratings: 16.9
Market TSL: 22.0 Hours

Stations: 39/30
Diaries: 1846/1075:1/43.7%
Sample Target: 1810
% Below Line: 5.3%
% Not Listed: 8.2%

1988 Revenue: $78,000,000
HH/ Inc: $39,167
Retail $: 16.8 Bil
Pop per Station: 66,170
#1 Biller: KFMB $10,000,000

12+ METRO	1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME
1. KKLQ A/F (CHR)	317/9.5	8.9	9.0	8.7	8.8	9.0		4056/20.4	18.3	17.6	76	11.5	382	4128 KKLQ A/F
2. KGB-F (AOR)	233/7.0	7.4	9.0	6.3	7.0	7.4		3329/16.8	15.8	13.4	91	13.5	470	4157 KGB-F
3. KFMB-F (CHR)	210/6.3	6.3	6.1	7.8	7.3	6.6		4028/20.3	19.2	20.9	114	6.5	227	4950 KFMB-F
4. KSDO (N/T)	208/6.2	6.8	7.3	8.1	6.1	7.1		2797/14.1	14.9	13.4	63	6.9	241	2893 KSDO
5. KJQY-F (EZ)	207/6.2	6.9	6.8	7.9	8.5	7.0		2624/13.2	13.7	14.6	69	4.2	146	2025 KJQY-F
6. KSON-F (C)	199/5.9	5.8	3.7	4.8	5.8	5.1		2390/12.0	10.1	11.9	122	4.8	168	1969 KSON-F
7. KFMB (MOR)	178/5.3	7.1	7.0	5.3	4.8	6.2		2494/12.6	15.5	12.2	113	4.6	161	1811 KFMB
8. XTRA-F (AOR)	170/5.1	5.2	5.2	5.4	4.9	5.2		3137/15.8	15.0	13.2	73	8.8	307	4464 XTRA-F
9. KPOP (BB)	144/4.3	2.8	4.9	3.1	3.4	3.8		1205/ 6.1	8.5	7.0	35	1.2	43	701 KPOP
10. KYXY-F (AC)	119/3.6	5.4	3.1	3.4	3.6	3.9		1737/ 8.8	9.2	8.9	158	3.6	124	1856 KYXY-F
11. KKYY-F (AC)	108/3.2	2.6	1.6	2.2	2.2	2.4		1897/ 9.6	6.2	7.4	134	2.7	93	1068 KKYY-F
12. KCBQ A/F (O)	99/2.9	4.1	3.7	3.6	3.4	3.6		1726/ 8.7	10.4	9.7	176	3.3	95	1187 KCBQ A/F
13. KIFM-F (J)	96/2.9	4.7	3.4	4.7	2.9	3.9		1832/ 9.2	8.1	9.5	152	2.7	93	1332 KIFM-F
14. XHRM-F (B)	95/2.8	2.2	3.2	2.8	4.1	2.8		1741/ 8.8	7.2	8.8	68	3.4	119	1462 XHRM-F
15. KFSD-F (CL)	94/2.8	2.7	1.9	2.8	3.2	2.6		1476/ 7.4	5.1	7.7	100	2.6	90	1129 KFSD-F
16. KGMG-F (AOR)	68/2.0	2.3	1.6	1.5	2.0	1.9		1168/ 5.9	5.9	4.7	165	1.4	47	732 KGMG-F
17. KSWV-F (J/NA)	55/1.6	1.5	2.0	2.1	1.5	1.8		1109/ 5.6	5.5	5.9	144	.7	24	710 KSWV-F
18.														
19.														
20.														
21.														
22.														
23.														
24.														
25.														

NOTE: San Diego's Metro and TSA are the same.

12+ FM SHARE (METRO): 71.96% (2210 of 3071) (FAL 87: 74.90%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KKLQ AF>>	1. KGB-F<	1. KKLQ AF<	1. KKLQ AF<	1. KFMB-F	1. KJQY-F<	1. KSDO	1. KJQY-F	1. KKLQ A/F>	1. KKLQ A/F>	1. KSDO<
2. KFMB-F	2. KKLQ AF>	2. KGB-F	2. KFMB-F	KKLQ A/F	2. KSDO	2. KKLQ AF<	2. KKLQ A/F	2. KGB-F<	2. KGB-F>	2. KGB-F>
3. XTRA-F	3. XTRA-F	3. KFMB-F	3. KGB-F	KSON-F	3. KSON-F	3. KFMB	3. KSDO	3. KJQY-F<	3. KSON-F<	3. KSON-F
4. XHRM-F	4. KFMB-F>	4. XTRA-F	4. KSON-F<	4. KGB-F	4. KFMB-F	4. KFMB-F	4. KGB-F	4. KFMB-F	4. KFMB	4. KFMB-F
5. KGB-F	5. KKYY-F	5. KSON-F	5. KYKY-F	5. KFMB-F	5. KPOP	5. KGB-F	5. KFMB-F	5. XTRA-F	XTRA-F	5. KKLQ-F
6.	6. KCBQ A/F	6. KYXY-F	6. KCBQ A/F	6. KYXY-F	6. KFMB-F	6. KSON-F	6. KSON-F	6. KFMB<	6. KFMB-F	6. KJQY-F
7.	7. KGMG-F	7. KKYY-F	KFMB-F	7. KCBQ A/F	KFSD-F	7. KJQY-F	7. KPOP	7.	KJQY-F	7.
8.	XHRM-F<	8. KCBQ AF<	8.	8.	8. KYXY-F	XTRA-F	8.	8.	8.	8.
9.	9.	9. KFMB-F	9.	9.	9.	9.	9.	9.	9.	9.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KKLQ A/F	1. KKLQ-F	1. KFMB-F	1. KKLQ A/F	1. KFMB-F
2. XTRA-F	2. KFMB-F	2. KKLQ A/F>	2. KFMB-F	2. KKLQ A/F
3. KFMB-F	3. XTRA-F	3. KCBQ A/F	3. KKYY-F	KYXY-F
4. XHRM-F	4. KKYY-F	4. KKYY-F	4. KYXY-F<	4. KJQY-F
5. KKYY-F	5. KGB-F	5. XTRA-F	5. XTRA-F	5. KSON-F
6. KGB-F	6. KCBQ A/F	6. KGB-F	6. KSON-F<	6. KKYY-F
7. KSON-F	7. KSON-F<	7.	7. KJQY-F	7. KCBQ A/F
8.	8. XHRM-F	8.	8.	KFMB

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KGM-F>>	1. KGB-F>>	1. KGB-F>	1. KGB-F>	1.KGB-F
2. KKLQ A/F<	2. KKLQ A/F	2. KKLQ A/F	2. KKLQ A/F	2.KSON-F
3. XTRA-F>>	3. XTRA-F>>	3. KGMG-F	3. XTRA-F	3.KKLQ AF<
4. XHRM-F	4. KGMG-F	4. XTRA-F	4. KFMB-F	4.KFMB
5. KRMB-F	5. KFMB-F	5. KFMB	5. KSON-F	5.KFMB-F
KLOS-F	6. KFMB<	6. KCBQ A/F	6. KFMB	6.KSDO
7.	7. KCBQ A/F	KFMB-F	7. KCBQ A/F	7.KCBQ AF
8.	XHRM-F	8.	8.	8.KGMG-F

FORMATS	AM	FM	TOTAL	%	FAL 87 %
TOP 40/CHR/CONTEMP	42 (1)	507 (3)	549 (4)	17.9	17.6
AOR/CLASSIC		545 (5)	545 (5)	17.7	14.7
AC/OLDIES/SOFT ROCK	11 (1)	338 (4)	349 (5)	11.4	16.0
MOR/VARIETY/FULL	178 (1)		178 (1)	5.8	5.2
COUNTRY	40 (1)	222 (2)	262 (3)	8.5	7.8
BLACK/URBAN		95 (1)	95 (1)	3.1	5.0
BTFL/EZ		219 (2)	219 (2)	7.1	9.7
NEWS/TALK	332 (6)		332 (6)	10.8	9.4
NOSTALGIA	176 (2)		176 (2)	5.7	3.7
RELIGION/GOSPEL					
SPANISH		22 (1)	22 (1)	0.7	2.2
CLASSICAL		94 (1)	94 (1)	3.1	3.5
JAZZ/NEW AGE		151 (2)	151 (2)	4.9	4.8
OTHERS/UNKNOWN	82 (5)	17 (1)	99 (6)	3.2	0.4
			3071 (39)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KGMG	1320	Oceanside	.8/1.2
KKOS-F	95.9	Carlsbad	.7/2.1
KOWA	1450	Escondido	.4/1.0
KOWA-F	92.1	Escondido	.7/1.7
KPRZ	1210	San Marcos	1.0/2.5
KSON	1240	San Diego	1.2/3.6
KVSD	1000	Vista	.4/2.3
XHKY-F	95.7	Tijuana	.5/1.6
XHTZ-F	90.3	Tijuana	1.5/6.9
XLTN-F	104.5	Tijuana	.7/2.1
XTRA	690	Tijuana	1.0/6.3
KABC	790	Los Angeles	.4/1.2
KFI	640	Los Angeles	.5/2.3
KJOI-F	98.7	Los Angeles	.4/ .8
KLOS-F	95.5	Los Angeles	.7/1.7
KNX	1070	Los Angeles	1.4/5.8
KPWR-F	105.9	Los Angeles	.7/2.1
XEAZ	1280	Tijuana	.3/ .6
XEMO	860	Tijuana	.6/1.4
XEXX	1420	Tijuana	.4/ .6

RADIO STATIONS

AM STATIONS

KCBQ,	1170,	50 KW/1.5 KW (DA-2),	OLDIES	CBS-R,	$ NA	(Republic)	Eric/Chandler
KFMB,	760,	5 KW (DA-N)	, MOR	CBS,	$190.00	(Mc-Guild)	Midwest TV
KKLQ,	600,	5 KW (DA-1)	, CHR	APR,MBS,	$ NA	(Christal)	Edens
KMJC,	910,	5 KW (DA-2)	, RELIGION	,	$ 23.00	(---)	
KPOP,	1360,	5 KW/1 KW	, NOSTALGIA	NBC,	$ 42.00	(Katz)	Brown
KSDO,	1130,	10 KW (DA-2)	, NEWS/TALK	ABC-I,	$126.00	(Durpetti)	Gannett
KSON,	1240,	1 KW	, COUNTRY	MBS,	$ NA	(Banner)	Jeff-Pilot
KVSD,	1000,	2.5 KW/500 (DA-2)	, TALK	ABC-D,	$ 27.00	(---)	
XTRA,	690,	50 KW (DA-2)	, TALK	,	$ 44.00	(MMR)	Noble

FM STATION

KCBQ,	105.3,	29 KW @ 620,	OLDIES	CBR-R,	$ 73.00	(Republic)	Eric/Chandler	
KFMB,	100.7,	30 KW @ 620,	CONTEMP	,	$140.00	(Mc-Guild)	Midwest TV	
KFSD,	94.1,	100 KW @ 641,	CLASSICAL	,	$ 65.00	(HNWH)	Lotus	
KGB ,	101.5,	50 KW @ 577,	AOR	,	$157.00	(Katz)	Brown	
KGMG,	102.1,	2 KW @ 346,	CLASSIC ROCK	MBS,	$ 40.00	(Banner)		(OCEANSIDE)
KIFM,	98.1,	28 KW @ 640,	JAZZ	,	$ 75.00	(CBS)		
KJQY,	103.7,	36 KW @ 650,	BTFL/EZ	,	$ 90.00	(Group W)	Westinghouse	
KKLQ,	1[illegible].5,	50 KW @ 442,	CHR	,	$ 80.00	(Christal)	Edens	
KKOS,	95.9,	3 KW @ 305,	AC	,	$ 40.00	(---)		
KKYY,	94.9,	22 KW @ 701,	AC	,	$ 61.00	(Torbet)	Sandusky	
KSON,	97.3,	50 KW @ 465,	COUNTRY	,	$ 98.00	(Banner)	Jeff-Pilot	
KSWV,	102.9,	2 KW @ 1840,	JAZZ/NEW AGE	SMN,	$ 57.00	(Durpetti)	Gannett	
KYXY,	96.5,	41 KW @ 540,	AC	,	$ 70.00	(HNWH)		
XTRA,	91.1,	100 KW @ 1000,	AOR	,	$ 97.00	(MMR)	Noble	(TIJUANA)
XHRM,	92.5,	50 KW @ 600,	URBAN	,	$ 48.00	(K & P)		(TIJUANA)
XHIT,	90.3,	100 KW @ 1000,	AOR	,	$ 36.00	(Torbet)		(TIJUANA)

CALL LETTER CHANGES

KHIT changes to KHTZ (Sept)

FORMAT CHANGES

XTRA: From OLDIES to TALK

SALES

SAN FRANCISCO

Arbitron Rank/Pop (12+): 4/4,954,500

MSA Rank/Pop: SF: 28/1,626,100
ADI #5
Average Person Ratings: 16.6
Market TSL: 22.0 Hours

Stations: 54/52
Diaries: 3677/1347:1/45.2%
Sample Target: 2650
% Below Line: 0.9%
% Not Listed: 10.3%

1988 Revenue: $168,200,000
HH/ Inc: $41,900
Retail $: 38.0 Bil
Pop per Station: 95,279
#1 Biller: KGO $19,500,000

12+ METRO		1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. KGO	(N/T)	685/8.3	7.1	8.4	6.8	8.0	7.7	828/12343	10164/20.5	17.3	20.0	69	8.7	731	8724	KGO
2. KMEL-F	(CHR)	457/5.6	5.8	5.7	6.1	4.9	5.8	497/ 7389	6636/13.4	14.6	14.1	68	6.8	574	7714	KMEL-F
3. KCBS	(N/T)	410/5.0	4.7	5.4	4.7	5.4	5.0	490/10280	8445/17.0	15.4	17.3	78	3.5	297	5915	KCBS
4. KABL A/F	(EZ)	387/4.7	5.6	6.2	5.9	4.8	5.6	423/ 5518	5045/10.2	10.7	10.7	68	3.7	234	2671	KABL A/F
5. KOIT A/F	(AC)	344/4.2	3.4	4.5	3.2	3.8	3.8	354/ 6588	6321/12.8	11.6	9.8	131	2.6	216	3255	KOIT A/F
6. KIOI-F	(AC)	324/3.9	4.0	3.6	3.5	2.7	3.8	333/ 6055	5856/11.8	11.4	9.2	136	3.2	267	4669	KIOI-F
7. KFRC	(BB)	280/3.4	3.4	2.8	4.3	3.3	3.5	329/ 4543	3867/ 7.8	8.4	7.3	44	3.1	257	4043	KFRC
8. KITS-F	(CHR)	250/3.0	2.4	2.8	3.3	3.0	2.9	255/ 3673	3521/ 7.1	6.4	7.0	83	2.7	229	3784	KITS-F
9. KKHI A/F	(CL)	244/3.0	1.7	1.8	1.2	1.3	1.9	246/ 3260	3179/ 6.4	5.4	4.6	77	2.2	181	1873	KKHI A/F
10. KBLX A/F	(U/AC)	242/3.0	2.5	1.9	2.4	2.9	2.5	242/ 4153	4056/ 8.2	6.4	7.9	137	2.3	190	2803	KBLX A/F
11. KDFC A/F	(CL)	239/2.9	1.9	2.4	2.4	1.9	2.4	250/ 3565	3408/ 6.9	6.4	6.3	93	1.2	97	2110	KDFC A/F
12. KRQR-F	(AOR)	238/2.9	2.6	2.9	2.5	1.7	2.7	250/ 4177	3810/ 7.7	8.1	5.6	114	2.9	245	4001	KRQR-F
13. KSOL-F	(B)	234/2.8	3.3	3.7	4.4	4.7	3.6	242/ 4577	4414/ 8.9	10.1	11.0	82	6.1	511	4966	KSOL-F
14. KKSF-F	(J/NA)	222/2.7	2.2	2.4	2.4	2.7	2.4	225/ 3523	3445/ 7.0	5.7	6.6	159	2.2	184	2534	KKSF-F
15. KNBR	(MOR)	180/2.2	4.3	3.6	2.1	3.1	3.1	253/ 5366	3793/ 7.7	11.4	9.8	105	2.3	195	3465	KNBR
16. KSAN-F	(C)	177/2.2	2.3	2.9	3.2	3.4	2.7	190/ 3569	3358/ 6.8	7.8	8.7	127	2.8	236	3196	KSAN-F
KXXX-F	(CHR)	177/2.2	2.7	2.7	2.3	2.8	2.5	178/ 4059	3945/ 8.0	9.2	9.7	95	2.6	216	3211	KXXX-F
18. KSFO	(O)	169/2.1	3.1	2.4	1.7	1.4	2.3	177/ 4442	4144/ 8.4	8.8	6.0	124	1.5	128	3603	KSFO
19. KBAY-F	(EZ)	166/2.0	1.7	2.0	2.8	1.8	2.1	202/ 3047	2490/ 5.0	4.6	4.5	90	1.2	101	2042	KBAY-F
20. KFOG-F	(AOR)	146/1.8	2.1	1.7	2.2	1.1	2.0	161/ 2937	2762/ 5.6	5.8	6.5	144	2.8	233	3055	KFOG-F
21. KSJO-F	(AOR)	134/1.6	1.6	1.2	1.3	.8	1.4	143/ 2611	2350/ 4.7	4.1	3.4	100	2.7	225	2748	KSJO-F
22. KYA-F	(O)	133/1.6	1.3	1.1	1.4	1.4	1.4	138/ 3328	3181/ 6.4	5.6	6.2	163	1.6	137	2137	KYA-F
23. KOME-F	(AOR)	131/1.6	1.7	1.4	1.5	1.1	1.6	145/ 2493	2248/ 4.5	4.7	4.2	95	2.2	186	2072	KOME-F
24. KHQT-F	(CHR)	100/1.2	1.4	1.5	.6	.9	1.2	100/ 1897	1874/ 3.8	3.8	2.3	50	1.8	155	1985	KHQT-F
25. KIQI	(SP)	97/1.2	1.2	1.0	1.1	1.1	1.1	99/ 1053	1033/ 2.1	2.0	2.1	92	.8	65	1042	KIQI

12+ FM SHARE (METRO): 65.30% (4819 OF 7379) (FAL 87: 62.91%)

	TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1.	KMEL-F>>	KMEL-F>	KMEL-F>	KIOI-F	KGO	KGO>	KGO	KGO>	KGO>	KMEL-F	KGO
2.	KITS-F	KRQR-F	KIOI-F	KGO<	KOIT A/F	KABL A/F KCBS	KCBS	KABL A/F	KMEL-F	KGO>	KNBR
3.	KSOL-F	KIOI-F KITS-F	KOIT A/F	KOIT A/F	KIOI-F		KMEL-F	KOIT A/F	KABL A/F	KSOL-F	KCBS>
4.	KHQT-F		KGO	KKSF-F	KKSF-F	KFRC	KABL A/F	KMEL-F	KOIT A/F	KITS-F	KOIT-F
5.	KXXX-F	KBLXA/F<	KRQR-F	KBLXA/F<	KBLX A/F	KOIT A/F	KOIT A/F KIOI-F	KCBS<	KIOI-F	KCBS KNBR<	KFRC
6.		KOITA/F<	KBLXA/F<	KRQR-F	KCBS<	KKHI A/F		KIOI-F	KCBS		KSJO-F
7.		KKSF-F> KSOL-F	KKSF-F	KCBS	KMEL-F	KDFC A/F	KRQR-F<	KFRC<	KFRC	KDFC /AF	KRQR-F
8.			KITS-F	KYA-F	KRQR-F<	KBAY-F<	KFRC KNBR	KDFC-F	KBLX A/F<	KKHI A/F<	KMEL-F
9.		KOME-F<	KSOL-F	KITS-F KSAN-F	KABL A/F	KNBR		KKSF-F KRQR-F	KITS-F	KIOI-F	KKSF-F
10.		KSJO-F KXXX-F	KCBS		KDFC A/F	KIOI-F	KBLX A/F KITS-F KSJO-F		KRQR-F	KFRC KOIT A/F	KBLX-F

	WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1.	KMEL-F>	KMEL-F>	KIOI-F	KIOI-F<	KOIT A/F	KMEL-F>	KMEL-F>	KRQR-F	KMEL-F	KGO>
2.	KIOI-F	KIOI-F>	KMEL-F	KMEL-F	KIOI-F	KSJO-F	KRQR-F	KITS-F	KRQR-F	KCBS
3.	KITS-F	KRQR-F	KBLX A/F	KOIT A/F>	KGO	KRQR-F	KITS-F	KMEL-F	KGO	KIOI-F<
4.	KLSO-F	KOIT AF<	KKSF-F	KBLX A/F KGO	KBLX A/F	KITS-F KOME-F	KSJO-F	KKSF-F	KIOI-F KITS-F	KKSF-F KOIT-F KRQR-F
5.	KRQR-F	KSOL-F	KOIT A/F KRQR-F		KABL A/F<		KOME-F	KIOI-F<		
6.	KOIT A/F	KBLX AF<		KKSF-F<	KKSF-F KMEL-F	KSOL-F	KIOI-F	KFOG-F	KKSF-F	
7.	KXXX-F	KITS-F	KSOL-F<	KSOL-F		KBLX A/F	KFOG-F KKSF-F	KBLX A/F	KKSF-F	KBLX A/F
8.	KOME-F	KXXX-F KSAN-F	KXXX-F	KRQR-F	KCBS	KXXX-F		KOIT A/F	KOIT A/F	KMEL-F
9.	KEZR-F		KDFC A/F KGO	KXXX-F KITS-F	KSAN-F	KBRG-F	KBLX A/F	KSJO-F	KSJO-F<	KFOG-F
10.	KWSS-F	KEZR-F			KSOL-F	KIOI-F KOIT A/F	KGO KOIT A/F	KOME-F	KCBS	KITS-F

FORMATS	AM	FM	TOTAL	%	FAL 87 %
TOP 40/CHR/CONTEMP		1160 (8)	1160 (8)	15.7	15.5
AOR/CLASSIC		720 (5)	720 (5)	9.8	8.3
AC/OLDIES/SOFT ROCK	340 (4)	1001 (8)	1341 (12)	18.2	12.9
MOR/VARIETY/FULL	218 (2)		218 (2)	3.0	4.4
COUNTRY	160 (3)	205 (2)	365 (5)	4.9	6.7
BLACK/URBAN	67 (1)	234 (1)	301 (2)	4.1	6.7
BTFL/EZ	89 (1)	464 (2)	553 (3)	7.5	9.1
NEWS/TALK	1095 (2)		1095 (2)	14.8	15.0
NOSTALGIA	336 (2)		336 (2)	4.6	4.4
RELIGION/GOSPEL	53 (1)	27 (1)	80 (2)	1.1	0.7
SPANISH	97 (1)	69 (1)	166 (2)	2.2	3.7
CLASSICAL	93 (2)	390 (2)	483 (4)	6.5	3.6
JAZZ/NEW AGE	14 (1)	514 (3)	528 (4)	7.1	7.6
OTHERS/UNKNOWN		33 (1)	33 (1)	0.4	1.4
			7379 (54)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KARA-F	105.7	Santa Clara/San Jose	1.0/3.5
KATD-F	95.3	Los Gates	.3/1.8
KBRG-F	104.9	Fremont/San Fran.	1.6/ .8
KDIA	1310	Oakland/San Fran.	.8/2.6
KEAR-F	106.9	San Francisco	.3/ .8
KEEN	1370	San Jose	.5/1.5
KEZR-F	106.5	San Jose	1.1/3.0
KFAX	1100	San Francisco	.6/2.5
KJAX-F	92.7	Alameda	.8/2.5
KKIS	990	Pittsburgh/Concord	.3/1.1
KKIS	990	Pittsburgh/Concord	.3/1.1
KKIS-F	92.1	Walnut Creek	.2/ .9
KLIV	1170	San Jose	.5/1.9
KLOK	1170	San Jose	.5/1.6
KNEW	910	Oakland/San Jose	.9/3.4
KOFY	1050	San Mateo/San Fran.	.9/3.2
KOFY-F	98.9	San Francisco	.9/3.2
KREO-F	92.9	Healdsburg/Santa Rosa	.3/1.1
KRPQ-F	104.9	Rohnert Park	.3/ .7
KTID-F	100.9	San Rafael/San Fran.	.3/ .8
KWSS-F	94.5	Gilroy	1.0/3.7
KXFX-F	101.7	Santa Rosa	.4/ .7
KZST-F	100.1	Santa Rosa	.7/1.6
KRAK	1140	Sacramento	.3/1.0
KSFM-F	102.5	Woodland	.5/1.4

RADIO STATIONS

AM STATIONS

KABL,	960,	5 KW (DA-1)	, BTFL/EZ	,	$ NA	(Christal)	Shamrock
KCBS,	740,	50 KW (DA-2)	, NEWS	CBS,	$260.00	(CBS)	CBS
KDIA,	1310,	5 KW (DAY-1)	, BLACK	,	$ 60.00	(---)	Mediacomm
KEST,	1450,	1 KW	, GOSPEL/ETHNIC	,	$ 36.00	(---)	
KFAX,	1100,	50 KW (DA-1)	, RELIGION	,	$ 25.00	(---)	Salem
KFRC,	610,	5 KW	, NOSTALGIA	MBS,US 1,	$ 40.00	(Republic)	RKO
KGO,	810,	50 KW (DA-1)	, TALK	ABC-I,	$345.00	(Banner)	Cap Cities/ABC
KIQI,	1010,	10 KW/500W(DA-1)	, HISPANIC	,	$ 60.00	(Caballero)	
KNBR,	680,	50 KW	, MOR/AC	NBC,	$205.00	(Mc-Guild)	NBC
KNEW,	910,	5 KW (DA-N)	, COUNTRY	,	$ 80.00	(Katz)	Malrite
KOFY,	1050,	1 KW/500W (DA-N)	, OLDIES	,	$ 50.00	(Katz & Powell)	K & P
KSFO,	560,	5 KW (DA-N)	, OLDIES	US2,	$100.00	(MMR)	King

FM STATIONS

KABL,	98.1,	100 KW @ 940,	BTFL/EZ	,	$165.00	(Christal)	Shamrock
KBLX,	102.9,	7 KW @ 1285,	URBAN/AC/JAZZ	,	$158.00	(HNWH)	Inner City
KDFC,	102.1,	33 KW @ 1050,	CLASSICAL	,	$ 70.00	(CMBS)	
KFOG,	104.5,	8 KW @ 1454,	AOR	Source,	$121.00	(Eastman)	Susquehanna
KIOI,	101.3,	125 KW @ 1220,	AC	,	$126.00	(Durpetti)	Faircom
KITS,	105.3,	15 KW @ 1220,	CHR	ABC-F,	$104.00	(Roslin)	Entercom
KJAZ,	92.7,	2 KW @ 550,	JAZZ	,	$ 80.00	(Roslin)	
KKHI,	95.7,	9 KW @ 1473,	CLASSICAL	,	$ 83.00	(HNWH)	Buckley
KKSF,	103.7,	8 KW @ 1470,	JAZZ/NEW AGE	,	$119.00	(Banner)	Brown
KMEL,	106.1,	69 KW @ 1240,	CHR/URBAN	,	$160.00	(Christal)	Century
KOFY,	98.9,	6 KW @ 1350,	CHR	,	$ 87.00	(Katz & Powell)	K & P
KOIT,	96.5,	33 KW @ 1410,	SOFT AC	,	$134.00	(Torbet)	Bonneville
KRQR,	97.3,	82 KW @ 1100,	AOR	CBS-R,	$115.00	(CBS)	CBS
KSAN,	94.9,	35 KW @ 1290,	COUNTRY	,	$173.00	(Katz)	Malrite
KSOL,	107.7,	9 KW @ 1590,	BLACK	APR,	$148.00	(MMR)	United
KYR,	93.3,	31 KW @ 593,	OLDIES	US2,	$ 90.00	(MMR)	King
KXXX,	99.7,	45 KW @ 1240,	CHR	,	$175.00	(Mc-Guild)	Emmis

CALL LETTER CHANGES	FORMAT CHANGES	STATIONS
KYUU-F changes to KXXX (October)	KXXX: From AC to CHR (August)	KEST: Sold by Universal for $7,000,000 (E) (Grandy)

SAN JOSE

Arbitron Rank/Pop (12+): 29/1,198,600

MSA Rank/Pop: 30/1,437,800
San Francisco ADI
Average Person Ratings: 16.7
Market TSL: 22.0 Hours

Stations: 45/16
Diaries: 1422/843:1/44.6%
Sample Target: 1400
% Below Line: NA
% Not Listed: NA

1988 Revenue: $28,800,000
HH Inc.: $46,360
Retail $: 11.5 Bil
Pop per Station: 74,913
#1 Biller: KOME-F $4,600,000

12+ METRO		1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4 BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. KBAY-F	(EZ)	123/6.2	4.5	6.8	9.7	4.7	6.8	192/2918	1574/13.1	13.0	11.4	97	3.8	76	1056	KBAY-F
2. KSJO-F	(AOR)	93/4.7	5.3	3.1	4.5	2.8	4.4	141/2326	1407/11.7	10.5	9.6	91	7.0	140	1740	KSJO-F
3. KHQT-F	(CHR)	88/4.4	5.6	6.0	2.5	3.2	4.6	99/1889	1490/12.4	13.5	8.0	45	6.7	134	1656	KHQT-F
4. KOME-F	(AOR)	85/4.3	4.1	3.8	4.6	3.0	4.2	134/2299	1397/11.7	11.6	10.0	74	5.8	116	1531	KOME-F
5. KWSS-F	(CHR)	72/3.6	2.7	4.9	6.5	6.4	4.4	133/2717	1500/12.5	15.0	18.2	81	4.4	87	1866	KWSS-F
KEZR-F	(AC)	72/3.6	3.4	2.7	2.3	1.7	2.5	88/1472	1164/ 9.7	7.9	7.6	139	3.4	67	847	KEZR-F
7. KARA-F	(AC)	69/3.5	3.8	3.0	3.9	3.8	3.6	84/1739	1308/10.9	9.4	9.5	129	3.3	66	821	KARA-F
8. KLIV	(BB)	49/2.5	1.7	1.4	1.4	1.9	1.8	56/ 768	574/ 4.8	3.5	4.1	16	1.9	37	492	KLIV
9. KDFC A/F	(CO)	40/2.0	1.9	2.0	2.1	1.7	1.5	126/1788	696/ 5.8	5.4	5.3	115	.8	15	382	KDFC A/F
10. KEEN	(C)	33/1.7	2.7	1.7	1.7	3.0	2.0	40/ 714	535/ 4.5	4.5	5.1	112	1.9	38	501	KEEN
11. KATD-F	(CHR)	25/1.3	2.3	2.2	3.2	3.5	2.3	26/ 999	805/ 6.7	8.2	13.0	69	2.2	44	898	KATD-F
12. KLOK	(MOR)	24/1.2	1.0	1.1	1.1	2.0	1.1	33/ 629	396/ 3.3	5.7	6.5	150	.7	14	360	KLOK
13. KHTT	(O)	21/1.1	.6	1.2	.5	.8	.9	25/ 462	356/ 3.0	3.0	3.6	155	1.3	25	511	KHTT
14. KAZA	(SP)	13/ .7	.7	1.2	.6	2.8	.8	21/ 287	195/ 1.6	1.2	3.3	129	1.6	31	333	KAZA
15. KNTA	(SP)	12/ .6	.8	1.0	1.6	1.7	1.0	12/ 330	307/ 2.6	1.9	2.2	50	.9	17	278	KNTA

12+ FM SHARE (METRO): NA (FAL 87: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KHQT-F>>	1. KSJO-F	1. KSJO-F	1. KARA-F	1. KBAY-F	1. KBAY-F>>	1. KSJO-F>	1. KBAY-F>.	1. KBAY-F	1. KHQT-F>	1. KARA-F
2. KWSS-F	2. KOME-F>	2. KOME-F	KEZR-F	2. KEZR-F	2. KLIV	2. KBAY-F	2. KOME-F	2. KHQT-F	2. KBAY-F	2. KBAY-F
3.	3. KEZR-F<	3. KARA-F<	3. KSJO-F<	3. KARA-F	3. KDFC-F+	3. KWSS-F	3. KSJO-F<	3. KOME-F	3. KOME-F	3. KOME-F
4.	4. KARA-F	4. KEZR-F	4. KBAY-F	4. KSJO-F	4. KEZR-F<	4. KOME-F	4. KEZR-F<	KSJO-F	4. KLOK	4. KSJO-F
5.	5. KWSS-F<	5. KWSS-F	5. KOME-F	5. KOME-F	5. KEEN <	5. KARA-F	5. KARA-F	5. KEZR-F	5. KWSS-F	5. KWSS-F
	6. KHQT-F		6. KWSS-F	6. KWSS-F	6. KARA-F			6. KARA-F		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KWSS-F	1. KARA-F	1. KEZR-F	1. KARA-F	1. KBAY-F	1. KSJO-F	1. KSJO-F	1. KOME-F	1. KSJO-F	1. KBAY-F
2. KHQT-F	2. KEZR-F	2. KARA-F	2. KEZR-F	2. KEZR-F	2. KOME-F>>	2. KOME-F>>	KSJO-F	2. KOME-F>>	2. KOME-F
KOME-F	3. KHQT-F	3. KSJO-F	3. KWSS-F	3. KARA-F	3. KHQT-F	3. KEZR-F	3. KEZR-F	3. KEZR-F	3. KSJO-F
4. KARA-F	KWSS-F	4. KHQT-F	4. KBAY-F	4. KSJO-F	KWSS-F	4. KWSS-F	4. KARA-F	4. KARA-F<	4. KEZR-F
5. KEZR-F	5. KOME-F	5. KWSS-F	5. KHQT-F	5. KWSS-F	5. KEZR-F	5. KHQT-F	5. KLOK	5. KBAY-F	5. KARA-F
6. KATD-F			6. KSJO-F			6. KARA-F		6. KWSS-F	

FORMATS	AM	FM	TOTAL	%	FAL 87 %
TOP 40/CHR/CONTEMP					
AOR/CLASSIC					
AC/OLDIES/SOFT ROCK					
MOR/VARIETY/FULL					
COUNTRY					
BLACK/URBAN					
BTFL MUSIC/EZ					
NEWS/TALK					
NOSTALGIA					
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
OTHERS/UNKNOWN					

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KDON-F	102.5	Salinas	.5/1.1
KLRS-F	99.1	Santa Cruz	1.1/3.3

See San Francisco for more about the following:

KABL	.2/ 1.3	KGO	8.0/21.1	KOFY	.3/2.2
KABL-F	1.2/ 3.4	KIOI-F	4.4/12.0	KOIT-F	.2/1.7
KBLX-F	1.4/ 5.8	KIQI	.3/ 1.2	KOIT-F	2.5/4.8
KBRG-F	2.3/ 3.6	KITS-F	3.1/ 7.3	KRQR-F	.5/3.0
KCBS	6.3/18.5	KKHI-F	1.1/ 4.4	KSAN-F	2.0/7.5
KFAX	-1.3/ 2.8	KKSF-F	2.5/ 6.4	KSFO	1.1/5.0
KFOG-F	1.8/ 4.0	KMEL-F	2.6/ 7.9	KYA-F	1.0/5.5
KFRC	1.2/ 4.1	KNBR	1.9/ 6.9	KSOL-F	2.2/6.8
				KXXX-F+	1.2/6.4

RADIO STATIONS

KAZA, 1290, 5 KW (DAYS,DA)	, HISPANIC	,$ 40.00	(Caballero)		(GILROY)
KEEN, 1370, 5 KW (DA-2)	, COUNTRY	UPI,$ 48.00	(MMR)		
KHTT, 1500, 10 KW/5 KW (DA-1)	, OLDIES	APR,$ 25.00	(Katz)	Narragansett	
KLIV, 1590, 5 KW (DA-N)	, NOSTALGIA	,$ 40.00	(Eastman)	Empire	
KLOK, 1170, 50 KW/5 KW (DA-2)	, MOR/AC	,$ 46.00	(Katz)		
KNTA, 1430, 1 KW (DA-1)	, HISPANIC	,$ 38.00	(Lotus)	Tamarack	
KARA-F, 105.7, 50 KW @ 500, AC		,$ 75.00	(Eastman)	Empire	
KATD-F, 95.3, 375 W @ 860, CHR		,$ 53.00	(Durpetti)		
KBAY-F, 100.3, 15 KW @ 2580, BTFL/EZ		,$ 81.00	(MMR)		
KEZR-F, 106.5, 50 KW @ 430, AC		,$ 60.00	(Christal)		
KHQT-F, 97.7, 1.6 KW @ 875, CHR		,$ 51.00	(Republic)		
KOME-F, 98.5, 13 KW @ 880, AOR		,$100.00	(Torbet)	Infinity	
KSJO-F, 92.3, 50 KW @ 369, AOR		ABC-R,$ 80.00	(Katz)	Narragansett	
KWSS-F, 94.5, 1 KW @ 2580, CHR		,$ 88.00	(Mc-Guild)	Nationwide	(GILROY)

Other ranked stations - See San Francisco

SEATTLE - TACOMA

Arbitron Rank/Pop (12+): 14/2,131,400

MSA Rank/Pop:
Seattle: 26/1,801,000
Tacoma: 91/549,400 ADI #14
Average Person Ratings: 16.3
Market TSL: 21.3 Hours

Stations: 30/30
Diaries: 1804/1181:1/52.7%
Sample Target: 1780
% Below Line: 0
% Not Listed: 10.0

1988 Revenue: $73,500,000
HH/ Inc: $35,634
Retail $: 17.6 Bil
Pop per Station: 71,047
#1 Biller: KIRO $18,200,000

12+ METRO		1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. KIRO	(N/T)	381/11.0	10.6	10.4	8.9	11.3	10.2	404/ 6904	6212/29.1	22.8	25.8	86	7.2	261	4215	KIRO
2. KUBE-F	(CHR)	282/ 8.1	9.1	7.9	9.4	6.3	8.6	314/ 5242	4748/22.3	19.5	19.4	80	10.5	383	4698	KUBE-F
3. KPLZ-F	(CHR)	200/ 5.8	6.3	7.7	5.5	5.5	6.3	232/ 4098	3511/16.5	17.5	15.1	47	7.7	278	3709	KPLZ-F
4. KMPS A/F	(C)	192/ 5.5	6.0	5.4	4.6	5.9	5.4	232/ 3047	3626/12.3	11.4	11.2	122	6.7	214	1780	KMPS A/F
5. KOMO	(MOR)	190/ 5.5	4.7	4.7	5.5	5.4	5.1	217/ 4014	3566/16.7	13.9	15.8	91	4.8	175	2530	KOMO
6. KXRX-F	(AOR)	149/ 4.3	3.7	4.3	4.5	4.6	4.2	179/ 2752	2453/11.5	10.1	9.6	109	5.3	193	2662	KXRX-F
7. KIXI	(BB)	147/ 4.2	4.6	4.1	3.6	3.8	4.1	166/ 2073	1832/ 8.6	8.7	6.6	38	3.5	126	1468	KIXI
8. KBRD-F	(EZ)	145/ 4.2	4.2	3.8	6.1	4.2	4.6	182/ 1994	1632/ 7.7	7.2	8.8	79	1.4	51	973	KBRD-F
9. KISW-F	(AOR)	144/ 4.1	5.7	4.8	4.7	3.8	4.8	170/ 2950	2477/11.6	12.4	10.5	78	7.3	266	2887	KIWS-F
10. KING-F	(CL)	124/ 3.6	3.9	2.4	2.4	3.4	3.1	140/ 2180	1971/ 9.2	6.5	8.0	86	3.1	111	1874	KING-F
11. KBSG-F	(O)	113/ 3.3	3.9	3.3	1.9	3.1	3.1	156/ 2738	2280/10.7	10.0	9.4	158	3.4	122	1689	KBSG-F
12. KSEA-F	(EZ)	106/ 3.1	3.4	3.3	4.9	4.2	3.4	120/ 1787	1647/ 7.7	7.4	7.8	84	2.1	77	891	KSEA-F
13. KING	(N/T)	104/ 3.0	2.2	1.8	2.0	1.7	2.3	115/ 1870	1687/ 7.9	5.2	5.3	90	2.3	84	1183	KING
14. KLTX-F	(AC)	93/ 2.7	1.9	1.8	2.6	2.4	2.3	103/ 1937	1755/ 8.2	6.4	5.8	137	1.5	53	760	KLTX-F
KNUA-F	(J/NA)	93/ 2.7	2.7	1.5	1.7	2.3	2.2	98/ 1542	1459/ 6.8	5.1	5.2	159	2.1	76	1447	KNUA-F
16. KMGI-F	(AC)	91/ 2.6	3.3	3.3	3.9	2.4	3.3	99/ 1883	1700/ 8.0	7.7	6.2	154	2.0	72	820	KNGI-F
17. KRPM A/F	(C)	89/ 2.6	3.4	2.2	2.7	4.4	2.7	137/ 1846	1395/ 6.5	5.1	6.7	112	3.0	110	1237	KRPM A/F
18. KZOK-F	(AOR)	85/ 2.4	2.5	2.8	3.2	3.0	2.7	86/ 1860	1762/ 8.3	7.9	9.6	146	3.1	111	1983	KZOK-F
19. KLSY-F	(AC)	76/ 2.2	2.0	2.7	3.8	2.9	2.7	87/ 1832	1687/ 7.9	8.2	8.2	132	2.7	98	1562	KLSY-F
20. KVI	(O)	68/ 2.0	1.9	2.6	2.2	2.5	2.2	71/ 1517	1405/ 6.6	7.3	7.8	140	1.7	61	1149	KVI
21. KCMS-F	(R/G)	57/ 1.6	1.1	2.3	2.1	1.7	1.8	67/ 1268	1118/ 5.2	4.1	4.4	125	2.4	86	1005	KCMS-F
22. KJR	(AC)	54/ 1.6	1.4	2.1	2.3	2.3	1.9	57/ 1431	1323/ 6.2	6.3	8.6	144	1.5	55	912	KJR
23. KEZX A/F	(K/AOR)	47/ 1.3	1.2	1.9	1.9	2.4	1.6	53/ 1121	951/ 4.5	4.5	6.1	177	1.9	68	1090	KEZX A/F
24. KKFX	(B)	39/ 1.1	.5	1.1	.7	.9	.9	39/ 592	592/ 2.8	3.1	3.5	55	1.4	52	938	KKFX
25. KGIS	(R/G)	28/ .8	.7	1.2	--	.7	.7	30/ 637	567/ 2.7	3.3	2.5	125	.4	14	457	KCIS

12+ FM SHARE (METRO): 64.63% (2019 of 3124) (FAL 87: 65.07%)

TEENS	18-24	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KPLZ-F>>	1. KUBE-F>	1. KUBE-F>	1. KIRO-F	1. KIRO-F>	1. KIRO-F<	1. KIRO-F>	1. KIRO-F	1. KIRO-F<	1. KIRO	1. KIRO>>
2. KUBE-F>>	2. KISW-F<	2. KIRO-F	2. KUBE-F	2. KMPS-F	2. KOMO	2. KUBE-F	2. KUBE-F	2. KUBE-F	2. KUBE-F	2. KBRD-F
3.	3. KXRX-F	3. KXRX-F	3. KBSG-F	3. KUBE-F	3. KIXI	3. KOMO>	3. KMPS-F	3. KPLZ-F<	3. KPLZ-F<	3. KING
4.	4. KPLZ-F	4. KISW-F	4. KXRX-F<	4. KBSG-F<	4. KMPS A/F	4. KMPS A/F	4. KOMO	4. KMPS A/F	4. KISW-F	4. KOMO
5.	5. KIRO-F	5. KPLZ-F<	5. KMPS A/F	5. KOMO	5. KBRD-F	5. KPLZ-F	5. KIXI	5. KISW-F	5. KBRD-F<	5. KUBE-F
6.	6. KNUA-F	6. KBSG-F	6. KNUA-F	6. KXRX-F	6. KING-F<	6. KXRX-F	6. KBRD-F	6. KOMO<	6. KXRX-F	6. KLTX-F
7.	7. KZOK-F	7. KMPS A/F	7. KMGI-F	7. KNUA-F	7. KSEA-F	7. KIXI	KXRX-F	7. KBRD-F	7. KING	7. KMPS A/F
8.	8. KBSG-F	8. KMGI-F	8. KOMO	8. KMCI-F	8. KING	8.	8. KISW-F	8. KXRX-F	8. KING-F	8. KVI
9.	9.	9. KNUA-F	9.	9.	9.	9.	9.	9.	9.	9. KZGK-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KUBE-F>>	1. KUBE-F>>	1. KUBE-F>>	1. KUBE-F>>	1. KUBE-F	1. KISW-F	1. KXRX-F	1. KIRO-F	1. KIRO-F	1. KIRO-F>>
2. KPLZ-F>	2. KPLZ-F	2. KMGI-F	2. KPLZ-F	2. KMPS A/F	2. KXRX-F	2. KISW-F	2. KXRX-F	2. KXRX-F	2. KBSG-F<
3. KISW-F>	3. KISW-F	KXRX-F	3. KMGI-F	3. KOMO	3. KUBE-F>	3. KUBE-F	3. KNUA-F	3. KISW-F	3. KMPS A/F
4. KLSY-F	4. KLSY-F	4. KNUA-F	4. KOMO-F	4. KIRO-F	4. KPLZ-F	4. KIRO-F	4. KZOK-F	4. KUBE-F	4. KXRX-F
5. KCMS-F	5. KXRX-F	5. KIRO-F	5. KIRO-F	5. KMGI-F	5. KKFX	5. KNUA-F<	5. KUBE-F	5. KBSG-F	5. KNUA-F
KLTX-F	6. KMGI-F	6. KLSY-F	6. KLTX-F<	6. KSEA-F	6.	6. KZOK-F	6. KISW-F	6. KMPS A/F	6. KUBE-F
7.	7. KCMS-F	7. KPLZ-F	KMPS A/F	7. KBRD-F	7.	7. KPLZ-F	7. KBSG-F	7. KNUA-F	7. KZOK-F
8.	8. KIRO-F	8.	8. KISW-F	8. KBRD-F	8.	8. KBSG-F	8.	KZOK-F	8. KISW-F<
9.	9.	9.	9.	9. KBSG-F	9.	9.	9.	9.	9. KOMO

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FORMATS	AM	FM	TOTAL	%	FAL 87 %
TOP 40/CHR/CONTEMP		482 (2)	482 (2)	15.5	16.4
AOR/CLASSIC		378 (3)	378 (3)	12.1	12.3
AC/OLDIES/SOFT ROCK	122 (2)	373 (4)	495 (6)	15.9	14.0
MOR/VARIETY/FULL	190 (1)		190 (1)	6.1	5.8
COUNTRY	57 (2)	219 (2)	276 (4)	8.8	11.2
BLACK/URBAN	39 (1)		39 (1)	1.3	1.0
BTFL/EZ		251 (2)	251 (2)	8.0	9.0
NEWS/TALK	485 (2)		485 (2)	15.5	13.9
NOSTALGIA	147 (1)		147 (1)	4.7	4.1
RELIGION/GOSPEL	42 (2)	57 (1)	99 (3)	3.1	3.7
SPANISH					
CLASSICAL		124 (1)	124 (1)	4.0	3.6
JAZZ/NEW AGE	5 (1)	135 (2)	140 (3)	4.5	5.0
OTHERS/UNKNOWN	13 (1)		13 (1)	0.4	
			3119 (30)		

OTHER RATED STATIONS/METRO SHARE AND CUME RATING

KGNW	820	Burien	.4/1.6
KJUN	1450	Puyallup	.4/ .6

RADIO STATIONS

AM STATIONS

KBLE	1050	5 KW/453 W	RELIGION		$ 27.00	(---)	Ostrander-Wilson
KCIS	630	5 KW/2.5 KW (DA-2)	RELIGION	UPI	$ 41.00	(---)	
KEZX	1150	5 KW (DA-N)	JAZZ/VARIOUS		$ NA	(Republic)	Park
KING	1090	50 KW (DA-2)	NEWS/TALK	NBC	$ 56.00	(MMR)	King
KIRO	710	50 KW (DA-N)	NEWS/TALK	CBS	$278.00	(Torbet)	Bonneville
KIXI	880	50 KW/ 1 KW (DA-2)	NOSTALGIA		$ 52.00	(Republic)	Noble
KQUL	1590	5 KW (DA-2)	OLDIES	Source	$ 34.00	(Torbet)	Adams
KJR	950	5 KW (DA-N)	AC		$ 59.00	(HNWH)	Ackerly
KKFX	1250	5 KW (DA-N)	BLACK	APR	$ 36.00	(HNWH)	
KOMO	1000	50 KW (DA-N)	MOR	ABC-I	$160.00	(Katz)	
KVI	570	5 KW	OLDIES		$ 51.00	(Durpetti)	Golden West

FM STATIONS

KBSG	97.3	100 KW @ 700	OLDIES		$ 60.00	(Torbet)	Viacom
KCMS	105.3	115 KW @ 740	RELIGION	UPI	$ 48.00	(Radio Spot Sales)	
KEZX	98.9	100 KW @ 1070	AOR/JAZZ	ABC-E	$ 64.00	(Republic)	Park
KING	98.1	100 KW @ 850	CLASSICAL		$ 72.00	(MMR)	King
KISW	99.9	100 KW @ 1150	AOR		$119.00	(Mc-Guild)	Nationwide
KLSY	92.5	100 KW @ 1100	AC		$ 82.00	(Banner)	Sandusky
KLTX	95.7	100 KW @ 1150	AC		$ 61.00	(HNWH)	Ackerly
KMGI	107.7	100 KW @ 1194	SOFT AC		$ 62.00	(Republic)	Noble
KMPS	94.1	100 KW @ 1170	COUNTRY	APR	$ 110.00	(Mc-Guild)	EZ
KNUA	106.9	100 KW @ 819	JAZZ/NEW AGE	ABC-R	$ 55.00	(Durpetti)	Gannett
KPLZ	101.5	100 KW @ 1150	CHR		$ 83.00	(Durpetti)	Golden West
KSEA	100.7	100 KW @ 736	BTFL/EZ		$ 79.00	(Torbet)	Bonneville
KRPM	106.1	100 KW @ 700	COUNTRY		$ 66.00	(Christal)	Heritage
KUBE	93.3	100 KW @ 1291	CHR		$135.00	(MMR)	Cook Inlet
KXRX	96.5	100 KW @ 1223	AOR		$ 75.00	(Katz)	Shamrock
KZOK	102.5	100 KW @ 1170	CLASSIC ROCK		$ 72.00	(Banner)	Adams
KBRD	103.7	100 KW @ 1620	BTFL/EZ		$ 74.00	(Republic)	Entercom

CALLS	FORMATS	SALES
KJET changes to KQUL	KQUL: From AOR to OLDIES (Oct)	KJET, KZOK-F sold by SRO to Adams for $10,300,000 (Fischer).

SHREVEPORT

Arbitron Rank/Pop (12+): 102/333,700

MSA Rank/Pop: 129/363,600
ADI #65
Average Person Ratings: 16.4
Market TSL: 22.0 Hours

Stations: 16/15
Diaries: 869/384:1/52.5%
Sample Target: 730
% Below Line: 7.3%
% Not Listed: 10.6%

1988 Revenue: $9,000,000
HH Inc.: $29,236
Retail $: 2.2 Bil
Pop per Station: 22,246
#1 Biller: KRMD A/F $1,900,000

12+ METRO		1/4/SHARE	SPG 88	FAL 87	SPG 87	FAL 86	4 BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. KRMD A/F	(C)	96/17.6	11.8	12.6	11.3	11.5		189/1840	1000/30.0	22.2	24.9	116	14.7	91	795	KRMD A/F
2. KMJJ A/F	(B)	73/13.4	13.4	13.6	12.3	17.2		77/ 749	635/19.0	NA	NA	115	16.5	102	774	KMJJ A/F
3. KDKS-F	(B)	54/ 9.9	18.8	13.9	17.2	15.5		56/ 661	578/17.3	22.1	20.1	114	12.5	77	800	KDKS-F
4. KOKA	(R/G)	45/ 8.2	---	.3	.7	.8		45/ 353	353/10.6	---	1.7	67	2.3	14	183	KOKA
5. KTUX-F	(CHR)	40/ 7.3	11.7	9.0	10.7	9.6		125/1850	663/19.9	24.4	22.3	79	10.2	63	861	KTUX-F
6. KITT-F	(AC)	38/ 6.9	5.3	6.2	6.1	3.0		86/1334	647/19.4	13.5	15.5	159	8.3	51	656	KITT-F
7. KTAL-F	(AOR)	29/ 5.3	5.9	7.1	7.5	5.1		105/1221	444/13.3	12.7	12.2	72	8.6	53	588	KTAL-F
8. KVKI-F	(AC)	26/ 4.8	6.4	7.1	8.6	13.2		29/ 677	493/14.8	17.8	17.3	135	5.0	31	511	KVKI-F
9. KEEL	(BB)	25/ 4.6	3.5	3.4	3.0	5.3		41/ 704	427/12.8	11.1	12.3	67	4.2	26	374	KEEL
10. KWKH	(C)	24/ 4.4	4.6	5.5	4.4	5.7		51/ 783	372/11.1	11.4	13.0	48	4.2	26	412	KWKH
11. KWKH-F	(C)	22/ 4.0	4.6	5.3	2.8	2.5		30/ 765	485/14.5	11.3	11.9	113	4.0	25	324	KWKH-F

12+ FM SHARE (METRO): 75.25% (368 OF 489) (FAL 87: 73.83%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KTUX-F	1. KMJJ-AF	1. KRMD-AF	1. KRMD-AF>	1. KRMD-AF	1. KRMD-AF>	1. KRMD-AF>	1. KRMD-AF>>	1. KRMD-AF>	1. KMJJ-F	1. KOKA >
KMJJ-F	2. KRMD-AF	2. KMJJ-AF	2. KMJJ-F>	2. KMJJ-AF	2. KOKA	2. KMJJ-AF	2. KMJJ-AF	2. KMJJ-AF	2. KDKS-F>>	2. KRMD-F
3. KDKS-F --	3. KDKS-F	3. KDKS-F	3. KDKS-F<	3. KDKS-F	3. KEEL	3. KOKA	3. KDKS-F	3. KDKS-F	3. KTUX-F<	3. KMJJ-F
4. KTAL-F	4. KTAL-F	4. KITT-F	4. KITT-F>	4. KITT-F	4. KWKH	4. KITT-F	4. KEEL	4. KITT-F<	4. KRMD-F	4. KDKS-F
5. KRMD-AF	KTUX-F	5. KTUX-F	5. KVKI-F	5.	5. KWKH-F	5. KDKS-F	5. KITT-F	5. KTUX-F	KOKA	5. KWKH-F
					KITT-F		KVKI-F	6. KTAL-F		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KTUX-F	1. KMJJ-AF	1. KMJJ-AF	1. KRMD-AF>	1. KRMD-AF>	1. KDKS-F	1. KMJJ-AF	1. KMJJ-AF	1. KRMD-AF	1. KRMD-AF
2. KMJJ-AF	2. KRMD-AF	2. KRMD-AF	2. KMJJ-AF	2. KMJJ-F	KMJJ-F	2. KDKS-F	2. KRMD-AF	2. KMJJ-AF	2. KMJJ-AF
KTAL-F	3. KTUX-F	3. KITT-F	3. KITT-F	3. KITT-F	KTAL-F	KRMD-F	3. KDKS-F	3. KDKS-F>	3. KDKS-F
KVKI-F	KITT-F	4. KDKS-F	4. KDKS-F	4. KDKS-F	4. KRMD-AF	4. KTAL-F	4.	4. KTAL-F	4. KITT-F
5. KRMD-AF	5. KDKS-F	5. KOKA	5. KTUX-F	5. KOKA	5.	5. KTUX-F	5.	5. KTUX-F	5. KVKI-F

FORMATS	AM	FM	TOTAL	%	FAL 87 %
TOP 40/CHR/CONTEMP		40 (1)	40 (1)	8.2	9.7
AOR/CLASSIC		29 (1)	29 (1)	5.9	7.7
AC/OLDIES/SOFT ROCK		64 (2)	64 (2)	13.1	18.1
MOR/VARIETY/FULL					
COUNTRY	41 (3)	110 (2)	151 (5)	30.9	26.5
BLACK/URBAN	2 (1)	125 (2)	127 (3)	26.0	22.1
BTFL MUSIC/EZ					8.4
NEWS/TALK					
NOSTALGIA	30 (2)		30 (2)	6.1	0.6
RELIGION/GOSPEL	48 (2)		48 (2)	9.8	7.1
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
OTHERS/UNKNOWN					
	121 (8)	368 (8)	489 (16)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KASO	1240	Minden	1.6/4.3
KBCL	1070	Bossier City	.9/2.0
KFLO	1300	Shreveport	.5/3.8

RADIO STATIONS

KMJJ, 980, 5 KW (DAYS), BLACK	SBN,$ 20.00	(K & P)	
KEEL, 710, 50 KW/5 KW (DA-2), NOSTALGIA	ABC-I,$ 21.00	(Katz)	
KWKH, 1130, 50 KW (DA-N), COUNTRY	ABC-E,$ 27.00	(Torbet)	Great Empire
KMJJ-F, 100.1, 3 KW @ 300, BLACK	,$ 25.00	(K & P)	
KDKS-F, 92.1, 3 KW @ 300, BLACK	NBN,$ 22.00	(Mc-Guild)	
KITT-F, 93.7, 100 KW @ 1020, AC	ABC-F,$ 32.00	(Katz)	Multimedia
KRMD-F, 101.1, 100 KW @ 1145, COUNTRY	MBS,US 2,$ 45.00	(Republic)	AmCom
KTAL-F, 98.1, 100 KW @ 1450, AOR	,$ 22.00	(Banner)	
KTUX-F, 98.9, 100 KW @ 720, CHR	,$ 32.00	(Banner)	
KVKI-F, 96.5, 100 KW @ 1000, AC	,$ 44.00	(HNWH)	Encore
KWKH-F, 94.5, 100 KW @ 1080, COUNTRY	US 1,$ 27.00	(Christal)	Great Empire

MISCELLANEOUS COMMENTS KOKA sold for $230,000... KCOZ changes to KMJJ-F and format from BTFL to Black... KCIJ changes to KMJJ-AM and now simulcasts (Aug.)... KLMB changes calls to KOKA (Sept.)... The old KOKA (1550) disappeared from book... KEEL changes from AC to Nostalgia...

SPOKANE

Arbitron Rank/Pop (12+): 97/355,400

MSA Rank/Pop: 130/363,300
ADI #76
Average Person Ratings: 16.5
Market TSL: 22.3 Hours

Stations: 18/18
Diaries: 760/468:1/60.8%
Sample Target: 740
% Below Line: 0 %
% Not Listed: 12.1%

1988 Revenue: $10,100,000
HH Inc.: $26,615
Retail $: 2.4 Bil
Pop per Station: 19,744
#1 Biller: KGA/KDRK $2,400,000

12+ METRO	1/4/SHARE	SPG 88	FAL 87	SPG 87	FAL 86	4 BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. KZZU-F (CHR)	87/14.8	16.9	15.2	15.1	16.5		116/1374	985/27.7	27.7	31.9	72				KZZU-F
2. KISC-F (AC)	64/10.9	8.4	8.3	6.3	5.1		79/ 880	599/16.9	15.6	13.9	141				KISC-F
3. KXLY-F (EZ)	58/ 9.9	13.8	10.7	11.8	13.1		83/ 866	597/16.8	18.8	18.1	72				KXLY-F
4. KDRK-F (C)	52/ 8.9	6.8	11.1	10.5	11.4		84/ 963	617/17.4	14.2	18.7	116				KDRK-F
5. KXLY (N/T)	40/ 6.8	5.1	6.3	6.1	5.2		46/ 621	517/14.5	10.4	13.3	62				KXLY
6. KKZX-F (AOR)	34/ 5.8	3.9	4.4	2.6	4.9		50/ 606	449/12.6	9.8	8.3	145				KKZX-F
7. KEZE-F (AOR)	33/ 5.6	6.4	7.0	10.3	8.4		51/ 756	485/13.6	11.9	14.1	80				KEZE-F
8. KGA (C)	32/ 5.5	4.5	6.1	6.3	5.4		48/ 614	438/12.3	11.4	13.3	129				KGA
9. KVXO-F (CHR)	22/ 3.8	3.3	3.0	3.3	1.7		24/ 372	357/10.0	7.7	7.5	50				KVXO-F
10. KKPL-F (AC)	18/ 3.1	4.9	5.4	5.9	3.9		38/ 788	417/11.7	12.4	13.3	113				KKPL-F
KAQQ (MOR)	18/ 3.1	2.7	2.8	2.8	2.2		21/ 395	280/ 7.9	6.5	7.0	113				KAQQ
12. KTRW (C)	16/ 2.7	4.3	.4	.9	.7		18/ 271	208/ 5.9	6.5	3.6	107				KTRW
13. KEYF (BB)	11/ 1.9	4.1	2.6	2.0	2.1		11/ 168	162/ 4.6	4.5	4.7	53				KEYF
14. KEYF-F (J/NA)	9/ 1.5	1.4	3.5	2.0	1.7		13/ 172	110/ 3.1	3.7	5.6	193				KEYF-F
15. KJRB (AC)	8/ 1.4	3.1	3.0	1.3	3.6		10/ 278	218/ 6.1	9.0	7.7	164				KJRB

12+ FM SHARE (METRO): 74.17% (382 OF 515) (FAL 87: 75.15%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KZZU-F>>	1. KZZU-F>	1. KZZU-F	1. KISC-F>	1. KISC-F>	1. KXLY-F>	1. KZZU-F>	1. KISC-F	1. KZZU-F>	1. KZZU-F>>	1. KXLY-F>>
2. KVXO-F	2. KISC-F	2. KISC-F>	2. KZZU-F	2. KZZU-F<	2. KDRK-F	2. KISC-F	2. KXLY-F<	2. KISC-F	2. KEZE	2. KEZE-F<
3. KISC-F	3. KKZX-F	3. KDRK-F	3. KDRK-F<	3. KDRK-F	3. KXLY	3. KXLY <	3. KZZU-F	3. KXLY-F	3. KISC-F	3. KKZX-F
4.	4. KEZE-F	4. KKZX-F	4. KKZX-F	4. KKZX-F	4. KGA	4. KXLY-F	4. KDRK-F>	4. KDRK-F	KKZX-F	4. KISC-F
5.	5. KDRK-F	5. KEZE-F	5. KXLY-F	5. KXLY-F	5. KISC-F	5. KDRK-F	5. KGA	5. KEZE-F	5. KXLY-F	KAQQ
			6. KGA	KGA					6. KXLY	KGA

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KZZU-F	1. KZZU-F	1. KZZU-F	1. KISC-F<	1. KISC-F
2. KDRK-F	2. KISC-F>	2. KISC-F>>	2. KZZU-F>	2. KZZU-F
3. KVXO-F	3. KDRK-F	3. KKPL-F	3. KDRK-F	3. KDRK-F
KISC-F	4. KVXO-F	4. KKZX-F	4. KXLY-F	4. KZZU-F
5.	KKPL-F	5.	5. KVXO-F	5. KGA

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KZZU-F>	1. KZZU-F	1. KKZX-F>	1. KZZU-F	1. KISC-F<
2. KEZE-F>	2. KKZX-F	2. KISC-F	2. KKZX-F	2. KKZX-F>
3.	3. KEZE-F>	3. KEZE-F	3. KISC-F	3. KDRK-F
4.	4. KISC-F>	4. KZZU-F	4. KEZE-F	4. KGA
5.	5. KKPL-F	5.	5. KDRK-F	KZZU-F
				6. KXLY

FORMATS	AM	FM	TOTAL	%	FAL 87 %
TOP 40/CHR/CONTEMP		109 (2)	109 (2)	21.2	20.0
AOR/CLASSIC		67 (2)	67 (2)	13.0	12.4
AC/OLDIES/SOFT ROCK	8 (1)	87 (3)	95 (4)	18.4	18.8
MOR/VARIETY/FULL	18 (1)		18 (1)	3.5	1.4
COUNTRY	48 (2)	52 (1)	100 (3)	19.4	18.6
BLACK/URBAN					
BTFL MUSIC/EZ		58 (1)	58 (1)	11.3	11.6
NEWS/TALK	40 (1)		40 (1)	7.8	6.8
NOSTALGIA	11 (1)		11 (1)	2.1	5.8
RELIGION/GOSPEL	2 (1)		2 (1)	0.4	
SPANISH					3.8
CLASSICAL					0.6
JAZZ/NEW AGE		9 (1)	9 (1)	1.7	
OTHERS/UNKNOWN	6 (1)		6 (1)	1.2	
	133 (8)	382 (10)	515 (18)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KCDA-F	103.1	Coeur D'Alene	.9/2.0
KRSS	1230	Spokane	.3/2.2
KVNI	1080	Coeur D'Alene	1.0/5.1

RADIO STATIONS

KAQQ, 590, 5 KW, MOR	NBC,NBC-T,$ 20.00	(Katz)	Home News	
KEYF, 1050, 5 KW/500 W (DA-1), NOSTALGIA	MBS,ABC-D,$ 10.00	(Republic)		
KGA , 1510, 50 KW (DA-N), COUNTRY	ABC-I,$ 27.00	(Eastman)	John Price	
KJRB, 790, 5 KW (DA-N), OLDIES	,$ 21.00	(Mc-Guild)	Alexander	
KTRW, 970, 5 KW/1 KW (DA-N), COUNTRY	ABC-E,$ NA	(Christal)	Olympia	
KXLY, 920, 5 KW, NEWS/TALK	MBS,CBS,$ 30.00	(Eastman)		
KDRK-F, 93.7, 58 KW @ 2380, COUNTRY	US 1,$ 37.00	(Eastman)	John Price	
KEYF-F, 101.1, 100 KW @ 2360, JAZZ/NEW AGE	Trans,$ 14.00	(Republic)		(CHENEY)
KEZE-F, 105.7, 100 KW @ 2010, AOR	,$ 34.00	(Mc-Guild)	Alexander	
KISC-F, 98.1, 94 KW @ 2030, AC	,$ 29.00	(Katz)	Home News	
KKPL-F, 96.1, 56 KW @ 2680, AC	,$ 27.00	(Republic)		
KKZX-F, 98.9, 100 KW @ 1614, CLASSIC ROCK	,$ 22.00	(Banner)	Medina	
KVXO-F, 103.9, 3 KW @ 300, CHR	,$ NA	(Durpetti)		
KXLY-F, 99.9, 25 KW @ 3010, BTFL/EZ	,$ 31.00	(Eastman)		
KZZU-F, 92.9, 81 KW @ 2080, CHR	,$ 46.00	(Christal)	Olympia	

MISCELLANEOUS COMMENTS KEYF A/F (Cheney) sold to Nemesis for $1,300,000 (Montcalm)...

SPRINGFIELD, MA

Arbitron Rank/Pop (12+): 71/502,500	Stations: 28/15	1988 Revenue: $11,800,000
	Diaries: 959/524:1/49.5%	HH Inc.: $33,206
MSA Rank/Pop: 86/588,100	Sample Target: 890	Retail $: 4.7 Bil
ADI #96	% Below Line: 34.1%	Pop per Station: 33,500
Average Person Ratings: 17.3	% Not Listed: 13.5%	#1 Biller: WHYN A/F $3,800,000
Market TSL: 22.8 Hours		

12+ METRO	1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4 BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. WHYN-F (AC)	90/10.3	9.5	7.0	8.5	10.6	8.8	107/1336	1244/24.8	20.3	25.3	133	9.8	77	1024	WHYN-F
2. WMAS-F (AC)	89/10.2	9.1	9.8	9.0	8.6	9.5	89/1061	1053/21.0	18.6	21.6	150	7.0	55	812	WMAS-F
3. WRCH-F (EZ)	76/ 8.7	8.9	10.0	9.4	9.0	9.3	82/ 826	774/15.4	15.8	17.1	51	3.6	28	495	WRCH-F
4. WAQY-F (AOR)	71/ 8.2	7.2	10.3	7.7	10.0	8.4	81/1113	1015/20.2	21.9	23.0	85	14.3	112	1213	WAQY-F
5. WTIC-F (CHR)	69/ 7.9	9.2	9.0	9.3	7.1	8.9	69/1203	1162/23.1	20.4	22.6	76	10.4	81	1170	WTIC-F
6. WHYN (MOR)	48/ 5.5	5.6	8.6	7.1	5.6	6.7	48/ 879	864/17.2	18.5	15.8	89	6.0	47	889	WHYN
7. WMAS (BB)	41/ 4.7	6.3	7.1	7.3	8.3	6.4	41/ 464	458/ 9.1	11.6	12.3	30	5.0	39	500	WMAS
8. WHMP-F (CHR)	28/ 3.2	2.1	1.9	2.5	2.3	2.4	33/ 544	450/ 9.0	5.3	8.4	38	2.4	19	532	WHMP-F
9. WAAF-F (AOR)	22/ 2.5	5.0	2.0	1.5	2.4	2.8	23/ 474	451/ 9.0	8.3	8.0	112	3.5	27	499	WAAF-F
WCCC-F (AOR)	22/ 2.5	1.3	2.4	2.5	2.7	2.2	26/ 580	531/10.6	8.9	8.9	104	3.1	24	526	WCCC-F
WDRC-F (O)	22/ 2.5	4.7	2.8	3.4	3.2	3.4	22/ 441	426/ 8.5	10.6	10.2	188	2.7	21	269	WDRC-F

12+ FM SHARE (METRO): 73.71% (555 OF 753) (FAL 87: 68.59%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WTIC-F>>	1. WAQY-F	1. WHYN-F<	1. WMAS-F	1. WMAS-F	1. WRCH-F>	1. WHYN-F	1. WHYN-F	1. WMAS-F<	1. WTIC-F	1. WHYN
2. WAQY-F	2. WTIC-F	2. WMAS-F	2. WHYN-F>	2. WHYN-F	2. WHYN-F<	2. WMAS-F	2. WMAS-F	2. WRCH-F	2. WAQY-F	2. WAQY-F
WHMP-F	3. WMAS-F	3. WAQY-F	3. WAQY-F	3. WAQY-F	3. WMAS-F	3. WTIC-F	3. WRCH-F	WHYN-F	3. WRCH-F	WHYN-F
4.	4. WHYN-F	4. WTIC-F	4. WTIC-F	4. WTIC-F	4. WMAS	WHYN	4. WAQY-F	4. WTIC-F	4. WHMP-F	4. WMAS-F
5.	5.	5.	5. WHYN	5. WHYN	5. WHYN	5. WAQY-F	5. WMAS	5. WAQY-F	WHYN-F	5. WHMP-F
										WMAS

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WTIC-F	1. WTIC-F>	1. WMAS-F	1. WHYN-F	1. WHYN-F<	1. WAQY-F>>	1. WAQY-F>>	1. WAQY-F	1. WAQY-F>	1. WMAS-F
2. WHYN-F	2. WHYN-F	2. WHYN-F	2. WMAS-F	2. WMAS-F>>	2. WHMP-F>	2. WTIC-F	2. WMAS-F	2. WMAS-F	2. WAQY-F
3. WAQY-F	3. WMAS-F>>	3. WTIC-F	3. WTIC-F>	3. WTIC-F	3. WTIC-F	WMAS-F	3. WTIC-F	3. WHYN-F	3. WHYN-F>
4. WCCC-F	4. WAQY-F	4.	4.	4. WHYN	4. WHYN-F	4. WHMP-F	4. WCCC-F	4. WTIC-F	4. WDRC-F
5.	WCCC-F	5.	5.	WRCH-F	WAAF-F	5. WAAF-F	5. WHYN-F	5.	5. WTIC-F
						WCCC-F	WAAF-F		
						WHYN-F			

FORMATS	AM	FM	TOTAL	%	FAL 87 %
TOP 40/CHR/CONTEMP		107 (3)	107 (3)	14.2	12.5
AOR/CLASSIC		126 (4)	126 (4)	16.7	17.7
AC/OLDIES/SOFT ROCK	27 (2)	206 (4)	233 (6)	30.9	29.4
MOR/VARIETY/FULL	83 (4)		83 (4)	11.0	11.5
COUNTRY	5 (1)	19 (1)	24 (2)	3.1	1.3
BLACK/URBAN					
BTFL MUSIC/EZ		92 (2)	92 (2)	12.2	11.4
NEWS/TALK	27 (2)		27 (2)	3.6	4.0
NOSTALGIA	46 (2)		46 (2)	6.1	9.4
RELIGION/GOSPEL	3 (1)		3 (1)	0.4	1.2
SPANISH		5 (1)	5 (1)	0.7	
CLASSICAL					
JAZZ/NEW AGE					
OTHERS/UNKNOWN	7 (1)		7 (1)	0.9	1.5
	198 (13)	555 (15)	753 (28)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WACE	730	Chicopee	.3/3.3
WACM	1490	W. Springfirld	.8/1.1
WARE	1250	Ware	1.3/2.1
WHMP	1400	Northhampton	1.7/5.6
WIXY	1600	E. Longmeadow	.6/2.7
WNNZ	640	Westfield	1.8/5.6
WREB	930	Holyoke	1.5/3.3
WSPR	1270	Springfield	1.6/3.8
WTTT	1430	Amherst	.6/1.6
WBZ	1030	Boston	.6/1.4
WSRS-F	96.1	Worcester	1.8/3.9

See Hartford for more about these stations:

WHCN-F	1.3/5.0	WLVH-F	.6/1.1
WIOF-F	.6/3.1	WTIC	1.7/5.0
WKSS-F	1.1/7.3	WWYZ-F	2.2/5.2

RADIO STATIONS

WHMP, 1400,	1 KW	, MOR	NBC,$ 18.00	(K & P)	
WHYN, 560,	5 KW/1 KW (DA-1)	, MOR/AC	ABC-I,$ 33.00	(Mc-Guild)	Wilks-Schwartz
WIXY, 1600,	5 KW/2.5 KW (DA-1)	, COUNTRY	CBS,$ 16.00	(Katz)	Sunshine
WMAS, 1450,	1 KW	, NOSTALGIA	MBS,$ 29.00	(Banner)	Lapin
WNNZ, 640,	50 KW (DA-2)	, OLDIES	US 2,$ 17.00	(Katz)	
WREB, 930,	500 W (DAYS)	, TALK	,$ 13.00	(---)	
WAQY-F, 102.1,	27 KW @ 650,	AOR	ABC-F,$ 54.00	(Katz)	Sunshine
WHMP-F, 99.3,	3 KW @ 300,	CHR	,$ 24.00	(K & P)	
WHYN-F, 93.1,	12 KW @ 1000,	AC	,$ 60.00	(Mc-Guild)	Wilks-Schwartz
WMAS-F, 94.7,	50 KW @ 360,	AC	,$ 58.00	(Banner)	Lapin

MISCELLANEOUS COMMENTS WSPR sold for $1,250,000...

STOCKTON

Arbitron Rank/Pop (12+): 98/381,500

MSA Rank/Pop: 104/460,000
Sacramento ADI
Average Person Ratings: 16.6
Market TSL: 22.5 Hours

Stations: 33/11
Diaries: 730/523:1/50.5%
Sample Target: 690
% Below Line: 46.4%
% Not Listed: 19.1%

1988 Revenue: $7,300,000
HH Inc.: $32,156
Retail $: 2.6 Bil
Pop per Station: 34,682
#1 Biller: KWG/KYBB $1,900,000

12+ METRO	1/4/SHARE	SPG 88	FAL 87	SPG 87	FAL 86	4 BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. KRAK (C)	58/9.1	6.3	5.6	7.3	8.1			571/15.0	12.0	12.4	78	6.9	40	381	KRAK
2. KFMR-F (C)	41/6.5	5.0	4.3	3.9	6.3			507/13.3	10.6	9.7	149	4.2	24	370	KFMR-F
3. KBEE-F (EZ)	35/5.5	6.1	6.6	4.3	5.8			435/11.4	11.4	10.7	87	3.5	20	226	KBEE-F
4. KHOP-F (CHR)	28/4.4	6.5	7.0	4.1	6.9			685/18.0	17.1	16.5	98	7.8	45	691	KHOP-F
5. KWG (O)	26/4.1	5.2	5.2	3.2	2.8			277/ 7.3	10.6	9.5	173	4.7	27	344	KWG
6. KYBB-F (AC)	23/3.6	2.5	3.7	3.9	2.2			370/ 9.7	6.8	9.3	142	3.5	20	295	KYBB-F
KWIN-F (CHR)	23/3.6	7.3	4.9	5.0	6.7			454/11.9	16.5	13.9	72	4.5	26	448	KWIN-F
8. KRAK-F (C)	21/3.3	3.8	1.9	1.7	1.4			278/ 7.3	6.6	5.1	130	2.6	15	228	KRAK-F
9. KDJK-F (AOR)	20/3.2	5.6	3.9	2.4	2.4			285/ 7.4	8.5	6.7	125	4.9	28	335	KDJK-F
KCBS (N/T)	20/3.2	2.9	5.2	7.3	5.0			368/ 9.6	7.9	11.9	88	2.8	16	337	KCBS
11. KNBR (MOR)	19/3.0	3.6	3.7	5.4	3.0			359/ 9.4	9.4	11.7	146	2.8	16	246	KNBR
12. KSTN-F (SP)	18/2.8	2.9	2.3	3.9	1.6			243/ 6.4	7.0	5.4	100	2.4	14	261	KSTN-F
13. KJAX-F (EZ)	17/2.7	3.5	7.6	5.4	5.8			309/ 8.1	8.5	9.6	115	3.8	22	224	KJAX-F

Stockton's Metro and TSA are the same.

12+ FM SHARE (METRO): 63.94% (328 OF 513) (FAL 87: 65.45%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KMEL-F	1. KDJK-F	1. KFMR-F	1. KFMR-F	1. KFMR-F	1. KRAK >	1. KRAK	1. KRAK >	1. KRAK	1. KHOP-F	1. KNBR <
KHOP-F	2. KHOP-F	2. KWG <	2. KWG	2. KWG	2. KBEE-F	2. KFMR-F	2. KFMR-F	2. KBEE-F	KSJQ-F	2. KGO
KSJQ-F	3. KYBB-F	3. KRAK	3. KYBB-F	KRAK	KFMR-F>	3. KCBS	KBEE-F	3. KFMR-F	KMEL-F	3. KCBS
KWIN-F	4. KWIN-F	4. KYBB-F	KRAK	4. KYBB-F	4. KCBS	4. KHOP-F	4. KWG	4. KHOP-F	4. KSTN	KRAK
5.	5. KWG	5. KHOP-F<	5. KHOP-F	5. KBEE-F	5. KJAX-F	5. KBEE-F	5. KWIN-F	5. KWG	KBEE-F	<FMR-F
	KWOD-F	KDJK-F				KWG			KZAP-F	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KHOP-F	1. KHOP-F	1. KHOP-F	1. KFMR-F	1. KFMR-F	1. KXOA-F	1. KDJK-F	1. KDJK-F	1. KWG	1. KFMR-F
KYBB-F	KYBB-F	KYBB-F	2. KYBB-F	2. KBEE-F	2. KWOD-F	2. KXOA-F	2. KWG	KFMR-F	2. KWG
3. KZAP-F	3. KDJK-F	3. KDJK-F	3. KHOP-F	3. KYBB-F	KDJK-F	3. KSTN-F	3. KRAK-F	3. KRAK	KRAK
KWOD-F	KFMR-F	KFMR-F	4. KRAK	4. KWG	KSTN-F	4.	KHOP-F	4. KDJK-F	4. KDJK-F
KSJQ-F	5. KWIN-F	KWG	5.	KRAK	KRAK	5.	KSTN-F	5. KXOA-F	5.
	KZAP-F							KSTN-F	

FORMATS	AM	FM	TOTAL	%	FAL 87 %
TOP 40/CHR/CONTEMP		96 (6)	96 (6)	18.7	30.0
AOR/CLASSIC		35 (2)	35 (2)	6.8	6.9
AC/OLDIES/SOFT ROCK	26 (1)	43 (4)	69 (5)	13.5	12.0
MOR/VARIETY/FULL	29 (2)		29 (2)	5.7	5.4
COUNTRY	61 (2)	69 (3)	130 (5)	25.3	13.5
BLACK/URBAN		2 (1)	2 (1)	0.4	1.3
BTFL MUSIC/EZ		56 (3)	56 (3)	10.9	15.7
NEWS/TALK	38 (3)		38 (3)	7.4	9.7
NOSTALGIA	8 (1)		8 (1)	1.6	1.1
RELIGION/GOSPEL					
SPANISH	23 (3)	18 (1)	41 (4)	8.0	4.5
JAZZ/NEW AGE		9 (1)	9 (1)	1.8	
OTHERS/UNKNOWN					
	185 (12)	328 (21)	513 (33)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KCVR	1570	Lodi	.9/1.3
KJOY	1280	Stockton	1.6/6.9
KSJQ-F	96.7	Manteca	2.2/6.3
KSTN	1420	Stockton	2.1/9.7

See Modesto or Sacramento for more information about the following:

KCTC-F	.6/1.6	KSFM-F	.3/2.0
KFBK	.6/3.8	KTRB	.5/4.1
KLOC	.6/1.2	KWOD-F	2.5/8.1
KOSO-F	.9/3.7	KXOA-F	1.7/3.0
KQPT-F	1.4/2.3	KZAP-F	2.4/6.9

See San Francisco for more information about the following:

KFRC	1.3/3.9	KOIT-F	.5/1.5
KGO	2.2/4.5	KSAN-F	1.1/1.8
KMEL-F	2.1/6.5	KSOL-F	.3/1.3
KNBR	3.0/9.4		

RADIO STATIONS

KCVR, 1570, 5 KW (DAYS,DA) , HISPANIC ,$ 14.00 (Caballero)
KJOY, 1280, 1 KW , MOR/AC ,$ 13.00 (Christal)
KSTN, 1420, 5 KW/1 KW (DA-2) , HISPANIC ABC-C,$ 17.00 (---)
KWG , 1230, 1 KW , OLDIES MBS,$ 20.00 (Katz) Home News

KFMR-F, 100.1, 3 KW @ 300, COUNTRY ,$ 26.00 (CBS)
KJAX-F, 99.3, 3 KW @ 300, BTFL/EZ ABC-E,$ 29.00 (Christal)
KSTN-F, 107.3, 8 KW @ 1610, HISPANIC CHR ABC-C,$ 17.00 (---)
KWIN-F, 97.7, 3 KW @ 300, CHR ,$ 27.00 (MMR) (LODI)
KYBB-F, 100.9, 3 KW @ 300, AC ,$ 24.00 (Katz) Home News (TRACY)

SYRACUSE

Arbitron Rank/Pop (12+): 62/540,300

MSA Rank/Pop: 74/652,400
ADI #68
Average Person Ratings: 17.5
Market TSL: 23.3 Hours

Stations: 27/19
Diaries: 1023/528:1/56.5%
Sample Target: 920
% Below Line: 6.6%
% Not Listed: 12.2%

1988 Revenue: $15,800,000
HH Inc.: $36,884
Retail $: 4.3 Bil
Pop per Station: 28,437
#1 Biller: WYYY-F $5,000,000

12+ METRO		1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4 BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. WSYR	(MOR)	134/14.2	11.6	12.2	13.7	11.8	12.9	143/1808	1562/28.9	23.2	26.2	88	9.7	91	1165	WSYR
2. WYYY-F	(AC)	130/13.8	17.2	15.2	13.7	13.5	15.0	165/2309	1816/33.6	31.8	33.6	142	14.1	132	1541	WYYY-F
3. WNTQ-F	(CHR)	119/12.6	10.6	12.8	13.6	13.2	12.4	144/2018	1644/30.4	26.4	30.1	70	14.0	131	1662	WNTQ-F
4. WAQX-F	(AOR)	75/ 8.0	5.3	9.0	5.6	7.1	7.0	86/1226	1024/19.0	18.1	17.2	81	11.3	106	1149	WAQX-F
5. WRHP-F	(EZ)	62/ 6.6	5.6	2.9	5.8	5.7	5.2	71/ 728	594/11.0	7.7	11.2	91	4.1	38	341	WRHP-F
6. WKFM-F	(AOR)	57/ 6.0	6.7	5.2	5.7	7.0	5.9	77/1263	841/15.6	12.9	15.6	118	7.0	65	1032	WKFM-F
7. WSEN A/F	(O)	46/ 4.8	7.2	5.8	5.7	3.9	5.9	52/ 881	704/13.0	14.2	14.5	163	6.0	57	625	WSEN A/F
8. WHEN	(MOR)	43/ 4.6	4.1	5.6	3.5	4.0	4.5	47/ 963	804/14.9	14.3	10.2	85	2.5	23	483	WHEN
9. WEZG-F	(EZ)	40/ 4.2	4.8	6.5	8.2	7.2	5.9	43/ 645	606/11.2	12.1	11.4	102	1.9	18	224	WEZG-F
10.																

12+ FM SHARE (METRO): 74.52% (617 OF 828) (FAL 87: 76.08%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WNTQ-F>>	1. WYYY-F	1. WYYY-F>	1. WYYY-F>>	1. WYYY-F>	1. WSYR >>	1. WSYR	1. WYYY-F	1. WYYY-F	1. WNTQ-F	1. WSYR >>
2.	2. WNTQ-F	2. WNTQ-F	2. WNTQ-F	2. WSYR	2. WRHP-F	2. WYYY-F	2. WSYR	2. WNTQ-F	2. WSYR >>	2. WNTQ-F
3.	3. WAQX-F	3. WAQX-F	3. WSYR	3. WNTQ-F	3. WYYY-F>	3. WNTQ-F>	3. WNTQ-F	3. WAQX-F	3. WYYY-F	3. WAQX-F
4.	4. WKFM-F>	4. WKFM-F	4. WSEN-AF<	4. WSEN-AF	4. WEZG-F	4. WAQX-F	4. WRHP-F	4. WSYR	4. WAQX-F	4. WHEN
5.	5.	5. WSYR	5. WKFM-F	5. WKFM-F	5. WHEN	5. WHEN	5. WAQX-F	5. WRHP-F	5. WKFM-F	5. WYYY-F
		WSEN-AF	6. WAQX-F	6. WAQX-F						
				7. WRHP-F						

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WNTQ-F	1. WYYY-F>	1. WYYY-F>>	1. WYYY-F>	1. WYYY-F>>	1. WAQX-F	1. WKFM-F	1. WKFM-F	1. WYYY-F<	1. WYYY-F
2. WYYY-F	2. WNTQ-F>	2. WNTQ-F	2. WNTQ-F>	2. WSYR	2. WNTQ-F	2. WAQX-F	2. WYYY-F	2. WKFM-F	2. WSYR
3. WAQX-F>>	3. WAQX-F>	3. WAQX-F	3. WAQX-F	3. WNTQ-F>	3. WKFM-F	3. WYYY-F<	3. WAQX-F	3. WAQX-F	3. WKFM-F
4. WKFM-F	4. WKFM-F	WKFM-F	4. WSYR	4. WSEN-AF	4. WYYY-F	4. WNTQ-F>	4. WNTQ-F	4. WNTQ-F	4. WSEN-AF
5.	5. WSEN-AF	5.	5. WSEN-AF	5. WAQX-F	5.	5.	WOUR-F	5. WSEN-AF	5. WAQX-F
									WRHP-F
									WNTQ-F

FORMATS	AM	FM	TOTAL	%	FAL 87 %
TOF 40/CHR/CONTEMP		126 (3)	126 (3)	15.2	17.0
AOR/CLASSIC		144 (3)	144 (3)	17.4	18.7
AC/OLDIES/SOFT ROCK	8 (1)	182 (5)	190 (6)	22.9	26.2
MOR/VARIETY/FULL	180 (3)	5 (1)	185 (4)	22.3	14.1
COUNTRY	8 (3)	45 (3)	53 (6)	6.4	8.9
BLACK/URBAN					
BTFL MUSIC/EZ		102 (2)	102 (2)	12.3	8.6
NEWS/TALK					
NOSTALGIA	4 (1)		4 (1)	0.5	2.0
RELIGION/GOSPEL		13 (1)	13 (1)	1.6	2.6
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
OTHERS/UNKNOWN	11 (1)		11 (1)	1.3	1.7
	211 (9)	617 (18)	828 (27)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WMCR A/F	106.3	Oneida	.8/1.2
WMHR-F	102.9	Syracuse	1.4/3.1
WNDR	1260	Syracuse	.4/3.7
WSCP A/F	101.7	Pulaski	1.7/3.6
WSGO	1440	Oswego	.4/1.2
WSGO-F	105.5	Oswego	.4/ .9
WXRA	1220	N. Syracuse	1.2/3.1
WFRG A/F	96.1	Rome	1.3/2.2
WKGW	104.3	Utica	.3/1.7
WNYZ-F	98.7	Utica	.3/2.4
WOUR-F	96.9	Utica	1.3/4.4
WPCX-F	106.9	Auburn	2.2/5.2
WRCK-F	107.3	Utica	.4/1.6
WUUU-F	102.5	Rome	.7/1.8

RADIO STATIONS

WHEN, 620, 5 KW/1 KW (DA-N)	, AC/MOR	ABC-E,$ 48.00	(Banner)	Park	
WNDR, 1260, 5 KW (DA-N)	, NOSTALGIA	CBS,MBS,$ 17.00	(Mc-Guild)	Osborn	
WSYR, 570, 5 KW (DA-2)	, MOR	NBC,$ 75.00	(Katz)	New City	
WAQX-F, 95.7, 3 KW @ 300,	AOR	ABC-R,$ 45.00	(MMR)	Atlantic Ventures	
WEZG-F, 100.9, 3 KW @ 165,	BTFL/EZ	,$ 31.00	(Durpetti)		
WKFM-F, 104.7, 50 KW @ 500,	CLASSIC ROCK	SOURCE,$ 33.00	(Christal)	Wilks-Schwartz	
WMHR-F, 102.9, 20 KW @ 780,	RELIGION	,$ 8.00	(---)		
WNTQ-F, 93.1, 97 KW @ 660,	CHR	,$ 50.00	(Mc-Guild)	Osborn	
WRHP-F, 107.9, 50 KW @ 500,	BTFL/EZ	ABC-D,$ 40.00	(Banner)	Park	
WSEN-F, 92.1, 3 KW @ 300,	OLDIES	,$ 30.00	(HNWH)	Buckley	(BALDWINSVILLE)
WYYY-F, 94.5, 100 KW @ 650,	AC	,$100.00	(Katz)	New City	
WSCP-F, 101.7, 3 KW @ 300,	COUNTRY	,$ NA	(---)		(PULASKI)

MISCELLANEOUS COMMENTS WKFM changes from AOR to Classic Rock (Aug.)...

TAMPA - ST. PETERSBURG

Arbitron Rank/Pop (12+): 22/1,756,466

MSA Rank/Pop: 21/2,004,900
ADI #17
Average Person Ratings: 18.6
Market TSL: 24.5 Hours

Stations: 29/23
Diaries: 1643/1069:1/52.6%
Sample Target: 1530
% Below Line: 9.5%
% Not Listed: 11.3%

1988 Revenue: $ 57,800,000
HH Inc.: $ 29,007
Retail $: 14.6 Bil
Pop per Station: 76.365
#1 Biller: WRBQ-F $18,500,000

12+ METRO		1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4 BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. WRBQ-F	(CHR)	475/15.5	16.1	16.7	16.6	14.5	16.2	548/6274	5515/31.4	30.0	30.1	98	19.4	547	5338	WRBQ-F
2. WWRM-F	(AC)	307/ 9.4	5.9	9.6	10.5	10.8	8.9	354/4219	3544/20.2	15.9	16.2	86	6.7	195	2639	WWRM-F
3. WQYK-A/F	(C)	259/ 7.6	6.9	8.2	8.7	8.0	7.9	321/3077	2555/14.5	13.3	14.2	116	7.3	210	1791	WQYK-A/F
4. WYNF-F	(AOR)	224/ 6.9	7.4	7.0	5.9	4.8	6.8	339/3772	2642/15.0	12.4	12.6	110	10.9	319	2463	WYNF-F
5. WDUV-F	(EZ)	209/ 6.4	5.8	3.0	3.0	3.2	4.6	314/3279	2070/11.8	8.3	7.0	23	3.4	99	1045	WDUV-F
6. WUSA-F	(AC)	157/ 4.8	5.7	6.0	5.2	4.8	5.4	171/2392	2148/12.2	12.8	12.3	171	3.9	114	1399	WUSA-F
7. WFLA	(N/T)	154/ 4.7	4.7	5.9	4.4	5.1	4.9	181/2113	1821/10.4	10.0	11.9	70	4.7	138	1791	WFLA
8. WFLZ-F	(AC)	139/ 4.3	2.9	4.6	4.7	4.1	4.1	174/2673	2066/11.8	11.7	9.4	165	2.5	74	1259	WFLZ-F
9. WNLT-F	(AC)	133/ 4.1	5.9	4.0	5.2	4.0	4.8	142/2398	2174/12.4	11.1	11.0	130	5.4	157	2320	WNLT-F
10. WKRL-F	(AOR)	121/ 3.7	3.8	4.0	3.8	3.2	3.8	124/1812	1636/ 9.3	8.7	8.9	138	4.5	133	1622	WKRL-F
11. WGUL-A/F	(BB)	106/ 3.3	3.7	3.3	3.2	5.2	3.4	106/1115	1115/ 6.3	6.8	7.4	21	4.5	101	698	WGUL-A/F
12. WSUN	(C)	88/ 2.7	2.4	3.7	3.4	2.7	3.1	123/1935	1294/ 7.4	7.3	7.5	126	2.1	62	757	WSUN
13. WDAE	(BB)	88/ 2.7	3.7	2.1	2.9	2.2	2.9	91/ 934	917/ 5.2	4.6	4.6	41	3.2	93	734	WDAE
14. WTMP	(B)	68/ 2.1	2.3	2.3	1.8	1.7	2.1	69/ 826	802/ 4.6	2.8	4.4	90	1.2	36	715	WTMP
15. WXCR-F	(CL)	52/ 1.6	1.0	1.7	1.3	2.4	1.4	52/ 780	780/ 4.4	3.8	4.6	63	1.1	33	557	WXCR-F
16. WHVE-F	(J/NA)	47/ 1.4	1.6	2.0	1.8	2.2	1.7	70/1362	1048/ 6.0	5.6	6.1	193	3.7	108	1091	WHVE-F
17. WLFF	(BB)	45/ 1.4	1.6	.4	.5	.6	1.0	46/ 382	352/ 2.0	1.4	1.3	29	---	---	---	WLFF
18.																
19.																
20.																
21.																
22.																
23.																
24.																
25.																

12+ FM SHARE (METRO): 79.04% (2293 OF 2901) (FAL 87: 75.70%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WRBQ-F>>	1. WRBQ-F	1. WRBQ-F>	1. WRBQ-F>	1. WRBQ-F>	1. WWRM-F	1. WRBQ-F>>	1. WWRM-F	1. WRBQ-F>	1. WRBQ-F>>	1. WFLA >
2. WTMP	2. WYNF-F>>	2. WYNF-F	2. WUSA-F<	2. WQYK-F+	2. WQYK-F+	2. WWRM-F	2. WRBQ-F	2. WWRM-F	2. WYNF-F	2. WGUL-F>
WYNF	3. WKRL-F	3. WUSA-F	3. WYNF-F	3. WUSA-F<	3. WDUV-F	3. WYNF-F	3. WQYK-F	3. WYNF-F	3. WFLA	3. WQYK-F
4.	4. WNLT-F	4. WWRM-F	4. WWRM-F	4. WWRM-F	4. WRBQ-F	4. WQYK-F	4. WDUV-F	4. WQYK-F	4. WQYK-F	4. WRBQ-F
5.	5. WUSA-F	5. WQYK-F+<	5. WQYK-F+<	5. WYNF-F	5. WFLA-F	5. WFLA	5. WUSA-F	5. WDUV-F	WWRM-F	5. WDUV-F
6.	6. WWRM-F	6. WKRL-F	6. WFLZ-F	6. WFLZ-F	6. WGUL-F+	WDUV-F	6. WYNF-F	6. WNLT-F	6. WDUV-F	6. WYNF-F
7.	7.	WNLT-F	7. WNLT-F	7. WNLT-F	7.	7. WUSA-F	7. WFLZ-F	7. WUSA-F	7. WNLT-F	7. WWRM-F
8.	8.	8. WFLZ-F	8. WKRL-F	8. WKRL-F	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WRBQ-F>	1. WRBQ-F>	1. WRBQ-F	1. WRBQ-F>>	1. WRBQ-F>
2. WYNF-F>	2. WYNF-F	2. WUSA-F>	2. WUSA-F<	2. WUSA-F<
3. WNLT-F>	3. WNLT-F	3. WNLT-F	3. WWRM-F	3. WWRM-F
4. WKRL-F	4. WUSA-F	4. WWRM-F	4. WYNF-F<	4. WQYK-F+
5. WWRM-F	5. WWRM-F	WYNF-F	5. WNLT-F	5. WNLT-F
6. WFLZ-F	6. WKRL-F	6. WQYK-F+	6. WQYK-F+	6. WFLZ-F
7. WQYK-F+	7.	7. WKRL-F	7. WFLZ-F	7. WYNF-F
WUSA-F	8.	8. WRXB	8.	8.
9.	9.	9. WFLZ-F	9.	9.
10.	10.	10.	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WYNF-F	1. WYNF-F>	1. WYNF-F>	1. WRBQ-F	1. WRBQ-F>
2. WRBQ-F>>	2. WRBQ-F>	2. WRBQ-F	2. WYNF-F>	2. WYNF-F
3. WKRL-F>>	3. WKRL-F>>	3. WKRL-F>	3. WKRL-F	3. WQYK-F+
4. WNLT-F	4.	4. WNLT-F>>	4. WFLZ-F	4. WFLZ-F
WTMP	5.	5. WFLA	5. WQYK-F+	5. WKRL-F
6. WUSA-F	6.	WFLZ-F	6.	6. WFLA
7.	7.	WWRM-F	7.	7.
8.	8.	8.	8.	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

FORMATS	AM	FM	TOTAL	%	FAL 87 %
TOP 40/CHR/CONTEMP	28 (1)	485 (2)	513 (3)	17.7	17.7
AOR/CLASSIC		345 (2)	345 (2)	11.9	8.9
AC/OLDIES/SOFT ROCK	24 (1)	775 (5)	799 (6)	27.5	15.3
MOR/VARIETY/FULL					
COUNTRY	98 (2)	274 (2)	372 (4)	12.8	12.4
BLACK/URBAN	101 (2)		101 (2)	3.5	3.1
BTFL MUSIC/EZ		219 (2)	219 (2)	7.5	15.6
NEWS/TALK	185 (2)		185 (2)	6.3	10.4
NOSTALGIA	152 (3)	87 (1)	239 (4)	8.2	9.0
RELIGION/GOSPEL					0.8
SPANISH					0.9
CLASSICAL		52 (1)	52 (1)	1.8	2.7
JAZZ/NEW AGE		47 (1)	47 (1)	1.6	2.4
OTHERS/UNKNOWN	20 (1)	9 (1)	29 (2)	1.0	1.2
—	608 (12)	2293 (17)	2901 (29)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WHBO	1040	Tampa	.7/3.0
WLVU-F	106.3	Holiday	1.2/3.4
WPAS	1400	Zephyrhills	.6/7.1
WRBQ	1380	St. Petersburg	.9/4.3
WRXB	1590	St. Pete Beach	1.0/2.1
WTKN	570	Pinellas Park	.9/4.3
WEZY-F	94.1	Lakeland	.3/ .7
WPCV-F	97.5	Winter Haven	.8/2.4
WHLY-F	106.7	Leesburg	.3/1.9
WKTK-F	98.5	Crystal River	.3/1.4

RADIO STATIONS

AM STATIONS

WAMA, 1500, 10 KW (DAYS) , HISPANIC UPI,$ 25.00 (Caballero)
WDAE, 1250, 5 KW (DA-N) , NOSTALGIA ABC-I,$ 58.00 (Mc-Guild) Gannett
WFLA, 970, 5 KW (DA-2) , TALK NBC,$ 46.00 (Eastman) Jacor
WHBO, 1040, 5 KW (DAYS) , OLDIES ,$ 40.00 (Mc-Guild) Metroplex
WLFF, 680, 1 KW (DAYS) , NOSTALGIA ,$ 27.00 (Christal) Century

WQBN, 1300, 5 KW/1 KW (DA-2) , HISPANIC ,$ 19.00 (Katz Hisp.)
WRBQ, 1380, 5 KW (DA-N) , CHR ABC-F,$ N/A (Christal Edens
WRXB, 1590, 5 KW/1 KW (DA-2) , BLACK NBN,$ 25.00 (Lazar)
WSUN, 620, 10 KW (DA-N) , COUNTRY CBS,ABC-E,$ 72.00 (CBS) CBS
WTAN, 1340, 1 KW (DA-1) , MOR ,$ 22.00 (---)
WTKN, 570, 5 KW/10 KW (DA-2) , TALK/NEWS CBS,MBS,$ 51.00 (HNWH) Susquehanna
WTMP, 1150, 5 KW/2.5 KW (DA-2) , BLACK SBN,$ 33.00 (HNWH)

FM STATIONS

WFLX, 93.3, 100 KW @ 940, AC ,$ 60.00 (Eastman) Jacor
WGUL, 105.5, 3 KW @ 300, NOSTALGIA MBS,$ 42.00 (Roslin) Marcocci
WKRL, 97.9, 100 KW @ 639, CLASSIC ROCK Source,$ 78.00 (Banner) Sandusky
WNLT, 95.7, 100 KW @ 650, AC ,$ 70.00 (Mc-Guild) Metroplex
WQYK, 99.5, 100 KW @ 550, COUNTRY ,$110.00 (Katz) Infinity

WRBQ, 104.7, 100 KW @ 555, CHR ABC-F,$280.00 (Christal) Edens
WUSA, 100.7, 100 KW @ 630, AC ,$104.00 (Mc-Guild) Gannett
WWRM, 107.3, 100 KW @ 649, BTFL/EX ,$101.00 (Republic) Cox
WXCR, 92.1, 2 KW @ 400, CLASSICAL UPI,$ 40.00 (CMBS) Entercom
WYNF, 94.9, 100 KW @ 1360, AOR ABC-R,$ 88.00 (CBS) CBS
WHVE, 102.5, 100 KW @ 570, JAZZ/NEW AGE/AC ,$ 46.00 (HNWH) Susquehanna (SARASOTA)

WDUV - See Sarasota

FORMAT CODES

CHR	-	Contemporary Hit Radio, Top 40, Contemporary
AC	-	Adult Contemporary
O	-	Oldies (1955 to near 1988)
B	-	Black (audience predominantly Black - over 75%)
U	-	Urban (majority of audience is non-white although a large segment is white)
EZ	-	EZ Listening, Beautiful Music
AOR	-	Album Oriented Rock, also includes Classic Rock
CL	-	Classical
C	-	Country
T	-	Talk
N	-	News
SP	-	Hispanic/Spanish
BB	-	Big Band, Nostalgia
M	-	Middle of Road (MOR), Full Service, Variety
J/NA	-	Jazz and New Age
R	-	Religion, Christian, Christian Music
G	-	Gospel
E	-	Ethnic
?	-	Others or Unknown

TOLEDO

Arbitron Rank/Pop (12+): 70/502,400

MSA Rank/Pop: 81/612,500
ADI #63
Average Person Ratings: 17.3
Market TSL: 22.5 Hours

Stations: 20/13
Diaries: 1064/472:1/53.1%
Sample Target: 1010
% Below Line: 11.4%
% Not Listed: 13.0%

1988 Revenue: $15,300,000
HH/ Inc: $32,816
Retail $: 5.1 Bil
Pop per Station: 38,646
#1 Biller: WMHE-F $3,600,000

12+ METRO		1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4BOOK AVG.	12+ ISA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. WIOT-F	(AOR)	106/12.2	10.3	9.6	8.8	9.7	10.2	154/ 1947	1180/23.5	21.2	22.6	126	16.1	146	1531	WIOT-F
2. WKKO-F	(C)	93/10.7	10.6	14.4	9.5	10.0	11.3	141/ 1358	960/19.1	21.5	19.3	122	6.9	63	808	WKKO-F
3. WRQN-F	(CHR)	78/ 9.0	7.2	5.7	6.3	5.2	7.1	99/ 1710	1311/26.1	18.5	14.9	69	11.6	105	1559	WRQN-F
4. WMHE-F	(CHR)	77/ 8.9	10.8	11.0	15.4	15.3	11.5	119/ 2337	1493/29.7	31.0	33.4	106	11.9	108	1654	WMHE-F
5. WWWM-F	(AC)	66/ 7.6	6.2	8.7	6.2	7.9	7.2	75/ 1129	961/19.1	18.9	19.5	163	7.8	71	542	WWWM-F
6. WLQR-F	(EZ)	64/ 7.4	8.1	11.5	9.8	10.2	9.2	118/ 1415	863/17.2	18.8	19.0	81	7.0	64	638	WLQR-F
7. WTOD	(C)	53/ 6.1	3.0	4.8	4.8	4.7	4.7	65/ 471	385/ 7.7	11.2	8.8	34	3.3	30	342	WTOD
8. WSPD	(MOR)	45/ 5.2	7.2	6.2	8.3	6.5	6.7	59/ 1085	804/16.0	16.3	15.9	44	5.3	48	712	WSPD
9. WJR	(MOR)	41/ 4.7	5.5	4.2	4.0	6.9	4.6	115/ 1680	605/12.0	12.3	14.1	79	4.2	38	609	WJR
10. CKLW	(BB)	34/ 3.9	4.3	3.1	3.8	2.7	3.8	63/ 867	421/ 8.4	7.5	6.8	18	2.5	23	245	CKLW
11. WVOI	(B)	32/ 3.7	5.4	3.9	3.2	4.3	4.1	32/ 390	390/ 7.8	7.0	7.5	130	4.8	44	348	WVOI
12. WCWA	(O)	24/ 2.8	2.8	3.4	2.7	3.2	3.2	25/ 447	438/ 8.7	8.5	8.5	164	2.4	22	334	WCWA

12+ FM SHARE (METRO): 68.56% (519 of 757) (FAL 87: 68.57%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WRQN-F>>	1. WIOT-F>>	1. WIOT-F>	1. WIOT-F	1. WIOT-F	1. WKKO-F	1. WKKO-F>	1. WIOT-F	1. WIOT-F	1. WRQN-F<	1. WSPD>
2. WIOT-F	2. WRQN-F	2. WMHE-F<	2. WWWM-F	2. WKKO-F	2. WLQR-F	2. WIOT-F	2. WKKO-F	2. WMHE-F	2. WIOT-F>	2. WRQN-F
WMHE-F	3. WMHE-F	3. WWWM-F	3. WKKO-F	3. WWWM-F	3. WTOD	3. WRQN-F	3. WWWM-F	3. WKKO-F	3. WSPD	3. WKKO-F
4.	4. WWWM-F	4. WRQN-F	4. WMHE-F>	4. WMHE-F>	4. WSPD	4. WMHE-F	4. WLQR-F	4. WRQN-F	4. WMHE-F	4. WIOT-F
5.	5. WKKO-F	5. WKKO-F	5. WRQN-F	5. WRQN-F<	5. CKLW	5. WWWM-F	5. WWHE-F	5. WLQR-F	5. WKKO-F	5. WWWM-F
6.	6.	6.	6.	6. WLQR-F	6. WWWM-F	6.	6.	6. WWWM-F	6.	6.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WRQN-F>>	1. WRQN-F	1. WIOT-F	1. WRQN-F	1. WKKO-F	1. WIOT-F>	1. WIOT-F>>	1. WIOT-F>>	1. WIOT-F>>	1. WIOT-F>
2. WMHE-F	2. WIOT-F<	2. WWWM-F	2. WMHE-F<	2. WWWM-F	2. WMHE-F	2. WMHE-F	2. WWWM-F	2. WMHE-F<	2. WWWM-F
3. WIOT-F>	2. WMHE-F	3. WMHE-F	3. WWWM-F	3. WMHE-F	3. WRQN-F>>	3. WKKO-F	3. WKKO-F>	3. WWWM-F	WKKO-F
4. WWWM-F>	4. WWWM-F	4. WRQN-F	4. WIOT-F	4. WIOT-F	4. WKKO-F>>	4. WRQN-F	4. WMHE-F	4. WKKO-F	4. WMHE-F
5. WLQR-F	5. WKKO-F	5. WKKO-F	5. WKKO-F	WLQR-F	5.	5. WWWM-F	5. WRQN-F	5. WRQN-F	5.
				WRQN-F					

FORMATS	AM	FM	TOTAL	%	FAL 87 %
TOP 40/CHR/CONTEMP		155 (2)	155 (2)	20.5	22.6
AOR/CLASSIC		115 (3)	115 (3)	15.2	12.9
AC/OLDIES/SOFT ROCK	33 (2)	82 (4)	115 (6)	15.2	13.4
MOR/VARIETY/FULL	86 (2)		86 (2)	11.4	14.7
COUNTRY	53 (1)	93 (1)	146 (2)	19.3	16.1
BLACK/URBAN	32 (1)	7 (1)	39 (2)	5.2	5.6
BTFL/EZ		64 (1)	64 (1)	8.5	11.3
NEWS/TALK					
NOSTALGIA	34 (1)		34 (1)	4.5	3.0
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
OTHERS/UNKNOWN		3 (1)	3 (1)	0.4	0.4
			757 (20)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WHFD-F	95.9	Archbold	.9/1.8
WOHO	1470	Toledo	1.0/4.5
WTWR-F	98.3	Monroe	.3/2.2
CKMR-F	800	Windsor	.6/2.7
WIQB-F	102.9	Ann Arbor	.6/2.3
WJLB-F	97.9	Detroit	.8/2.7
WQTE-F	95.3	Adrian	.3/1.6
WRIF-F	101.1	Detroit	.5/2.8

RADIO STATIONS

WCWA, 1230, 1 KW , OLDIES MBS, CBS, $ 20.00 (Eastman) Reams
WOHO, 1470, 1 KW (DA-2) , AC/OLDIES , $ 17.00 (Durpetti)
WSPD, 1370, 5 KW (DA-N) , MOR NBC, $ 50.00 (Katz) Commonwealth
WTOD, 1560, 5 KW (DAYS,DA) , COUNTRY ABC-I, $ 31.00 (MMR) Booth
WVOI, 1520, 1 KW (DA-2) , BLACK SBN, $ 19.00 (Regional)

WIOT-F, 104.7, 37 KW @ 655, AOR Source, $ 60.00 (Eastman) Reams
WKKO-F, 99.9, 50 KW @ 500, COUNTRY ABC-E, $ 46.00 (MMR) Booth
WLQR-F, 101.5, 15 KW @ 810, BTFL/EZ , $ 50.00 (Katz) Commonwealth
WMHE-F, 92.5, 50 KW @ 480, CHR ABC-F, $ 74.00 (Christal) Noble
WRQN-F, 93.5, 3 KW @ 300, CHR , $ 25.00 (Republic) (BOWLING GREEN)
WWWM-F, 105.5, 2.7 KW @ 300, AC , $ 43.00 (Durpetti)

NOTES: WRQN-F (Bowling Green) sold to ABS for $2,685,000 (Blackburn).

TUCSON

Arbitron Rank/Pop (12+): 65/543,600

MSA Rank/Pop: 78/625,300
ADI #83
Average Person Ratings: 17.4
Market TSL: 23.3 Hours

Stations: 23/30
Diaries: 921/590:1/57.6%
Sample Target: 880
% Below Line: 2.8%
% Not Listed: 13.5%

1988 Revenue: $17,100,000
HH Inc.: $27,740
Retail $: 4.0 Bil
Pop per Station: 27,180
#1 Biller: KRQQ-F $2,900,000

12+ METRO	1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4 BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. KRQQ-F (CHR)	170/18.0	22.4	20.5	19.3	15.8	20.1	188/2021	1902/35.0	34.6	28.9	66	29.0	285	2171	KRQQ-F
2. KIIM-F (C)	110/11.6	10.2	11.2	10.4	8.5	10.9	129/1317	1089/20.0	19.6	17.0	145	7.1	70	848	KIIM-F
3. KLPX-F (AOR)	72/ 7.6	8.8	7.6	8.7	9.2	8.2	73/1065	1033/19.0	19.2	16.9	122	9.4	92	1055	KLPX-F
4. KWFM-F (AC)	58/ 6.1	8.4	9.0	9.2	9.5	8.2	60/1036	954/17.5	19.0	18.2	143	7.6	75	1056	KWFM-F
5. KJYK-F (EZ/AC)	57/ 6.0	8.2	9.5	10.4	12.6	8.5	62/ 845	804/14.8	14.9	20.5	110	4.9	48	602	KJYK-F
6. KMRR (BB)	50/ 5.3	1.5	.7	.3	2.4	2.0	50/ 409	409/ 7.5	2.0	3.8	36	2.2	22	237	KMRR
7. KGVY (BB)	49/ 5.2	2.2	1.9	2.8	2.5	3.0	54/ 346	293/ 5.4	3.9	3.6	12	3.8	37	269	KGVY
8. KNST (N/T)	42/ 4.4	3.0	3.7	3.6	4.0	3.7	43/ 735	716/13.2	8.2	13.9	109	4.6	45	556	KNST
9. KCUB (C)	30/ 3.2	2.4	3.7	3.5	4.2	3.2	30/ 473	445/ 8.2	8.5	9.4	91	3.1	30	443	KCUB
10. KXEW (SP)	27/ 2.9	2.1	2.5	2.1	1.8	2.4	28/ 222	212/ 3.9	4.7	3.9	100	2.1	21	288	KXEW
11. KCEE (O)	23/ 2.4	1.6	2.2	1.2	1.6	1.9	25/ 401	298/ 5.5	4.5	4.8	129	.6	6	138	KCEE
12. KUPD-F (AOR)	19/ 2.0	2.9	2.8	3.0	3.0	2.7	29/ 458	364/ 6.7	7.5	6.5	85	3.1	30	378	KUPD-F
13. KAWV-F (J/NA)	18/ 1.9	2.2	1.4	.9	---	1.6	18/ 310	310/ 5.7	3.7	---	174	2.2	22	328	KAWV-F
14. KAIR (O)	17/ 1.8	2.7	2.4	2.2	2.7	2.3	17/ 243	243/ 4.5	6.4	7.2	161	2.6	26	416	KAIR
15. KQTL (SP)	14/ 1.5	1.9	1.4	2.8	.8	1.9	14/ 251	240/ 4.4	2.5	2.8	113	1.5	15	258	KQTL
16. KFXX-F (AOR)	12/ 1.3	1.2	1.4	1.3	.7	1.3	12/ 240	240/ 4.4	6.1	4.7	146	2.6	26	417	KFXX-F
KTUC (T)	12/ 1.3	1.7	1.8	1.2	2.7	1.5	13/ 389	330/ 6.1	6.0	6.7	115	1.0	10	253	KTUC

12+ FM SHARE (METRO): 64.01% (523 OF 817) (FAL 87: 68.54%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KRQQ-F>>	1. KRQQ-F>	1. KRQQ-F	1. KIIM-F	1. KIIM-F>	1. KIIM-F>	1. KRQQ-F>	1. KRQQ-F	1. KRQQ-F>>	1. KRQQ-F>>	1. KRQQ-F>>
2.	2. KLPX-F	2. KIIM-F	2. KRQQ-F	2. KRQQ-F	2. KGVY	2. KIIM-F>	2. KIIM-F>	2. KIIM-F	2. KLPX-F	2. KNST
3.	3. KIIM-F<	3. KLPX-F	3. KLPX-F	3. KLPX-F	3. KMRR	3. KLPX-F<	3. KLPX-F	3. KLPX-F	3. KIIM-F>	3. KIIM-F
4.	4. KWFM-F	4. KWFM-F>	4. KWFM-F>	4. KWFM-F	4. KJYK-F	4. KWFM-F	4. KJYK-F	4. KJYK-F	4. KWFM-F	4. KWFM-F
5.	5.	5. KJYK-F	5. KJYK-F	5. KJYK-F	5. KNST	5. KMRR	5. KWFM-F	5. KWFM-F	5. KJYK-F	5.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KRQQ-F>>	1. KRQQ-F>>	1. KRQQ-F	1. KRQQ-F>	1. KIIM-F	1. KRQQ-F	1. KLPX-F	1. KLPX-F	1. KLPX-F	1. KIIM-F>
2. KLPX-F>	2. KIIM-F	2. KIIM-F	2. KIIM-F	2. KRQQ-F>	2. KLPX-F>>	2. KRQQ-F>	2. KRQQ-F	2. KIIM-F	2. KLPX-F
3. KIIM-F	3. KWFM-F	3. KWFM-F	3. KWFM-F	3. KWFM-F	3. KWFM-F	3. KWFM-F	3. KIIM-F	3. KRQQ-F>	3. KRQQ-F
KWFM-F	4. KLPX-F	4. KJYK-F	4. KLPX-F>	4. KJYK-F	4. KTZR	4. KIIM-F>	4. KWFM-F>	4. KWFM-F>	4. KWFM-F
5. KUPD-F	5. KJYK-F	5. KLPX-F	5. KJYK-F	5. KLPX-F	5. KIIM-F KUPD-F	5. KFXX-F	5. KFXX-F	5. KJYK-F	5. KNST

FORMATS	AM	FM	TOTAL	%	FAL 87 %
TOP 40/CHR/CONTEMP		170 (1)	170 (1)	20.8	18.7
AOR/CLASSIC	8 (1)	103 (3)	111 (4)	13.6	13.9
AC/OLDIES/SOFT ROCK	48 (3)	61 (2)	109 (5)	13.3	17.3
MOR/VARIETY/FULL					
COUNTRY	30 (1)	110 (1)	140 (2)	17.1	15.1
BLACK/URBAN					2.5
BTFL MUSIC/EZ		57 (1)	57 (1)	7.0	14.3
NEWS/TALK	58 (3)		58 (3)	7.1	7.6
NOSTALGIA	99 (2)		99 (2)	12.1	5.6
RELIGION/GOSPEL	10 (1)		10 (1)	1.2	
SPANISH	41 (2)		41 (2)	5.0	3.7
CLASSICAL					
JAZZ/NEW AGE		18 (1)	18 (1)	2.2	
OTHERS/UNKNOWN	4 (1)		4 (1)	0.5	1.4
	298 (13)	519 (9)	817 (23)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KTKT	990	Tucson	.8/4.9
KTZR	1450	Tucson	.8/3.0
KVOI	690	Tucson	1.1/2.8
KXMG	98.3	Marana	.4/1.6
KKLT-F	98.7	Phoenix	.3/1.4
KTAR	620	Phoenix	.4/1.8

RADIO STATIONS

KAIR, 1490, 1 KW (DA-1) , OLDIES NBC,$ 21.00 (Christal) Duchossois
KCEE, 790, 5 KW/500 W (DA-2) , OLDIES SMN,$ 18.00 (MMR) American
KCUB, 1290, 1 KW , COUNTRY ,$ 36.00 (Katz)
KGVY, 1080, 1 KW (DAYS) , NOSTALGIA APR,$ 17.00 (---) (GREEN VALLEY)
KJMM, 580, 5 KW/500 W (DA-2) , NEW AGE/JAZZ ,$ 14.00 (---)
KMRR, 1330, 2 KW/5 KW (DA-2) , NOSTALGIA SMN,$ 14.00 (Republic)
KNST, 940, 1 KW/250 W , TALK/NEWS MBS,ABC-I,$ 28.00 (Mc-Guild) Nationwide
KQTL, 1210, 10 KW/500 W (DA-2) , HISPANIC ,$ 16.00 (Caballero)
KTKT, 990, 10 KW/1 KW (DA-N) , SOFT AC UPI,Trans,$ 17.00 (HNWH) Lotus
KTUC, 1400, 1 KW , TALK/NEWS CBS,CNN,$ 20.00 (Roslin)
KTZR, 1450, 1 KW , AOR ,$ 15.00 (K & P)
WVOI, 690, 250 W (DAYS) , RELIGION ,$ 10.00 (---)
KXEW, 1600, 1 KW (DA-N) , HISPANIC ,$ 21.00 (Lotus)

KAWV-F, 103.1, .6 KW @ 610, JAZZ/NEW AGE ,$ 13.00 (Republic) (ORACLE)
KFXX-F, 92.1, 2 KW @ 445, AOR (?) ,$ 17.00 (K & P) (GREEN VALLEY)
KIIM-F, 99.5, 96 KW @ 2000, COUNTRY ,$ 41.00 (Katz)
KJYK-F, 94.9, 97 KW @ 1952, EZ/SOFT AC ,$ 43.00 (Christal) Duchossois
KLPX-F, 96.1, 93 KW @ 505, AOR ,$ 34.00 (HNWH) Lotus
KRQQ-F, 93.7, 100 KW @ 2362, CHR ,$ 60.00 (Mc-Guild) Nationwide
KWFM-F, 92.9, 93 KW @ 2036, AC CBS-R,$ 44.00 (MMR) American
KXMG-F, 98.3, 3 KW @ 300, HISPANIC ,$ 14.00 (Lotus) (MARANA)

MISCELLANEOUS COMMENTS KJYK changes from BTFL to an EZ/SOFT AC format...

TULSA

Arbitron Rank/Pop (12+): 57/649,100

MSA Rank/Pop: 68/733,000
ADI #56
Average Person Ratings: 16.0
Market TSL: 21.3 Hours

Stations: 17/16
Diaries: 1026/633:1/55.1%
Sample Target: 970
% Below Line: 0.4%
% Not Listed: 11.8%

1988 Revenue: $18,000,000
HH Inc.: $30,604
Retail $: 4.8 Bil
Pop per Station: 40,569
#1 Biller: KWEN-F $2,900,000

12+ METRO	1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4 BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. KMOD-F (AOR)	150/14.4	12.2	13.1	12.5	13.8	13.1	196/2017	1326/20.4	22.1	23.3	113	17.1	176	1671	KMOD-F
2. KRMG (MOR)	96/ 9.2	10.1	9.4	8.7	10.2	7.4	117/1814	1552/23.9	20.3	19.3	78	8.7	90	1254	KRMG
3. KAYI-F (CHR)	93/ 9.0	9.8	10.4	10.1	9.0	9.8	148/2157	1375/21.2	21.8	20.0	63	14.3	148	1568	KAYI-F
4. KWEN-F (C)	87/ 8.4	9.1	12.1	12.9	12.8	10.6	115/1694	1267/19.5	22.6	23.2	117	10.4	107	1291	KWEN-F
5. KBEZ-F (EZ)	83/ 8.0	9.1	8.2	8.8	7.8	8.5	104/1515	1161/17.9	16.3	16.3	78	4.7	48	610	KBEZ-F
6. KVOO (C)	75/ 7.2	8.6	9.7	8.4	7.4	8.5	132/1624	925/14.3	14.8	14.6	76	5.0	52	789	KVOO
7. KMYZ-F (CHR)	64/ 6.2	5.6	6.1	5.7	4.4	4.7	101/1634	1156/17.8	17.1	14.0	81	5.4	56	954	KMYZ-F
8. KRAV-F (AC)	63/ 6.1	5.1	5.6	6.7	6.8	5.9	74/1147	927/14.3	15.2	15.2	139	4.4	45	725	KRAV-F
9. KQMJ-F (AC)	51/ 4.9	4.0	3.0	2.6	3.2	3.6	60/ 924	728/11.2	8.0	7.8	129	2.7	28	400	KQMJ-F
10. KTFX-F (C)	45/ 4.3	3.2	3.2	4.7	4.7	3.9	80/1315	632/ 9.7	10.9	11.3	81	2.4	25	523	KTFX-F
11. KVOO-F (C)	42/ 4.0	4.4	2.3	1.3	1.4	3.0	58/ 864	636/ 9.8	7.0	6.3	133	4.7	49	650	KVOO-F
12. KVLT-F (AC)	33/ 3.2	3.6	2.7	2.9	3.7	3.1	49/ 894	646/10.0	8.5	10.9	156	6.7	69	821	KVLT-F

12+ FM SHARE (METRO): 78.60% (720 OF 916) (FAL 87: 77.66%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KAYI-F>>	1. KMOD-F>>	1. KMOD-F>>	1. KMOD-F>>	1. KMOD-F>	1. KRMG	1. KRMG	1. KMOD-F>	1. KMOD-F>	1. KMOD-F	1. KRMG
2. KMYZ-F+	2. KAYI-F	2. KAYI-F	2. KWEN-F<	2. KWEN-F	2. KBEZ-F	2. KMOD-F>	2. KBEZ-F	2. KAYI-F	2. KAYI-F>>	2. KMOD-F
3. KMOD-F>	3. KMYZ-F+	3. KWEN-F	3. KRAV-F	3. KRAV-F	3. KVOO	3. KWEN-F<	3. KWEN-F	3. KWEN-F<	3. KMYZ-F	3. KVOO
4.	4. KRAV-F	4. KRAV-F	4. KRMG <	4. KRMG	4. KWEN-F>	4. KVOO	4. KVOO	4. KBEZ-F	4. KRMG	4. KBEZ-F
5.	5. KWEN-F	5. KMYZ-F+	5. KQMJ-F	5. KQMJ-F<	5.	5. KRAV-F<	5. KRMG	5. KRMG	5. KBEZ-F<	5. KTFX-F
	6. KQMJ-F	6. KQMJ-F	6. KAYI-F	6. KBEZ-F		6. KAYI-F		6. KRAV-F	6. KTFX-F	6. KWEN-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KAYI-F>	1. KMOD-F<	1. KMOD-F	1. KWEN-F	1. KWEN-F	1. KMOD-F>>	1. KMOD-F>>	1. KMOD-F>>	1. KMOD-F>>	1. KMOD-F>>
2. KMYZ-F+	2. KAYI-F	2. KMYZ-F+	2. KAYI-F	2. KRAV-F	2. KAYI-F>	2. KAYI-F	2. KRAV-F>	2. KAYI-F	2. KRAV-F
3. KMOD-F>	3. KMYZ-F+>	KRAV-F	3. KMYZ-F+<	3. KQMJ-F	KMYZ-F+	3. KRAV-F>	3. KAYI-F	3. KRAV-F	3. KRMG
4. KQMJ-F	4. KQMJ-F	4. KQMJ-F	4. KMOD-F<	4. KBEZ-F	4. KWEN-F	4.	4. KWEN-F	4. KRMG	4. KWEN-F
KTFX-F	KWEN-F	KWEN-F	5. KQMJ-F	KMOD-F	5. KQMJ-F	5.	5. KQMJ-F	5. KWEN-F	5. KVOO
KWEN-F	6. KRAV-F	6. KAYI-F	6. KRAV-F	6. KMYZ-F+	KVOO				6. KAYI-F
		7. KVLT-F			KVOO-F				

FORMATS	AM	FM	TOTAL	%	FAL 87 %
TOP 40/CHR/CONTEMP		157 (2)	157 (2)	17.1	14.8
AOR/CLASSIC		150 (1)	150 (1)	16.4	15.3
AC/OLDIES/SOFT ROCK	5 (1)	147 (3)	152 (4)	16.6	16.1
MOR/VARIETY/FULL	96 (1)		96 (1)	10.5	11.3
COUNTRY	75 (1)	174 (3)	249 (4)	27.2	29.2
BLACK/URBAN	9 (1)		9 (1)	1.0	
BTFL MUSIC/EZ		83 (1)	83 (1)	9.1	8.6
NEWS/TALK					
NOSTALGIA					
RELIGION/GOSPEL	7 (1)		7 (1)	0.8	1.7
SPANISH					
CLASSICAL		9 (1)	9 (1)	1.0	1.0
JAZZ/NEW AGE					
OTHERS/UNKNOWN	4 (1)		4 (1)	0.4	1.8
	196 (6)	720 (11)	916 (17)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KAKC	1300	Tulsa	.5/3.1
KCFO	970	Tulsa	.7/2.4
KCMA-F	92.1	Broken Arrow	.9/2.3
KXOJ	1550	Sapulpa	.9/2.9
KGGF	690	Coffeyville	.4/1.3

RADIO STATIONS

KAKC, 1300,	5 KW/1 KW (DA-2)	, OLDIES	,$ 15.00	(HNWH)	Clear Channel	
KCFO, 970,	2.5 KW/1 KW (DA-2)	, RELIGION	,$ 12.00	(Roslin)	Salem	
KGTO, 1050,	1 KW (DAYS,DA)	, OLDIES	US 1,$ 15.00	(Torbet)		
KRMG, 740,	50 KW/25 KW (DA-2)	, MOR	ABC-I,$ 54.00	(Katz)	New City	
KSKS, 1430,	5 KW (DA-N)	, COUNTRY	,$ 16.00	(Durpetti)	Federated	
KVOO, 1170,	50 KW (DA-N)	, COUNTRY	CNN,$ 52.00	(HNWH)		
KAYI-F, 106.9,	100 KW @ 1010,	CHR	ABC-F,$ 68.00	(Katz)	Narragansett	(MUSKOGEE)
KBEZ-F, 92.9,	100 KW @ 680,	BTFL/EZ	ABC-D,$ 53.00	(Christal)	ML Partners	
KCMA-F, 92.1,	3 KW @ 300,	CLASSICAL	,$ 21.00	(CMBS)		
KMOD-F, 97.5,	100 KW @ 1330,	AOR	,$ 62.00	(HNWH)	Clear Channel	
KQMJ-F, 99.5,	100 KW @ 984,	AC	,$ 30.00	(Banner)	Swanson	
KRAV-F, 96.5,	100 KW @ 1329,	AC	,$ 58.00	(Christal)		
KTFX-F, 103.3,	100 KW @ 1280,	COUNTRY	,$ 42.00	(---)		
KUSO-F, 98.5,	100 KW @ 650,	COUNTRY	,$ 26.00	(Mc-Guild)		
KWEN-F, 95.5,	100 KW @ 1328,	COUNTRY	APR,$ 77.00	(Katz)	New City	
KMYZ-F, 104.5,	78 KW @ 1300,	CHR	ABC-R,$ 31.00	(Eastman)	Shamrock-Lynett	(PRYOR)
KVLT-F, 106.1,	100 KW @ 1315,	AC	,$ 32.00	(Durpetti)	Federated	(OWASSO)

WASHINGTON

Arbitron Rank/Pop (12+): 9/3.077,200

MSA Rank/Pop: 7/3,676,500
ADI #9
Average Person Ratings: 16.2
Market TSL: 21.5 Hours

Stations: 32/27
Diaries: 2073/1484:1/51.3%
Sample Target: 2050
% Below Line: 2.7%
% Not Listed: 14.2%

1988 Revenue: $133,700,000
HH/ Inc: $46,665
Retail $: 32.0 Bil
Pop per Station: 113,970
#1 Biller: WMAL $13,500,000

12+ METRO		1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. WMZQ A/F	(C)	357/7.1	7.6	7.3	5.7	7.3	6.9	413/ 5515	4596/14.9	15.5	13.2	99	7.0	383	4670	WMZQ AF
2. WGAY-F	(EZ)	341/6.8	6.0	6.6	8.1	7.4	6.9	358/ 4690	4345/14.0	14.5	12.9	85	4.5	255	2848	WGAY-F
3. WKYS-F	(B)	310/6.2	5.5	6.4	6.2	6.5	6.1	334/ 3978	3761/14.4	14.7	14.9	118	6.6	372	4515	WKYS-F
4. WPGC-F	(CHR/U)	302/6.0	5.0	5.6	4.6	4.9	5.3	339/ 4868	4269/13.9	13.1	11.7	82	9.0	504	5148	WPGC-F
5. WMAL	(MOR)	286/5.7	4.7	5.3	6.2	6.5	5.5	304/ 5261	4861/15.8	14.3	16.1	63	4.6	260	3595	WMAL
6. WHUR-F	(B)	247/4.9	5.2	5.3	5.2	5.0	5.2	265/ 4280	4002/13.0	12.4	13.6	127	5.8	323	4039	WHUR-F
7. WAVA-F	(CHR)	224/4.5	5.2	4.8	5.2	4.5	4.9	264/ 6064	5229/17.0	16.8	16.5	78	6.1	341	5364	WAVA-F
8. WRQX-F	(CHR)	223/4.5	4.4	3.8	3.8	4.3	4.1	293/ 6300	4838/15.7	13.5	13.8	96	4.3	242	5259	WRQX-F
9. WWDC-F	(AOR)	211/4.2	5.7	5.1	5.1	5.6	5.0	302/ 6101	4486/14.6	16.8	15.0	90	7.4	415	5456	WWDC-F
10. WTOP	(N)	184/3.7	4.1	3.8	4.4	4.7	4.0	222/ 5314	4403/14.3	15.4	16.4	78	2.7	149	2919	WTOP
11. WCXR-F	(AOR)	183/3.7	4.6	3.9	3.4	4.0	3.9	273/ 4637	3940/12.8	12.7	11.6	103	5.3	300	4191	WCXR-F
12. WLTT-F	(AC)	176/3.5	3.0	3.1	3.6	3.4	3.3	199/ 3417	2869/ 9.3	10.7	11.1	126	2.8	159	1997	WLTT-F
13. WXTR-F	(O)	171/3.4	3.2	3.2	2.7	2.3	3.1	193/ 3369	2898/ 9.4	11.3	6.6	141	2.9	162	2134	WXTR-F
14. WASH-F	(AC)	158/3.2	2.4	3.0	2.5	2.9	2.8	178/ 3250	2767/ 9.0	7.9	9.4	141	2.1	116	1909	WASH-F
15. WDJY-F	(B)	118/2.4	2.5	3.4	3.9	3.6	3.1	119/ 2571	2512/ 8.2	9.1	9.6	79	3.3	186	2691	WDJY-F
16. WGMS A/F	(CL)	115/2.3	2.4	3.1	3.3	2.7	2.8	121/ 2479	2211/ 7.2	8.4	7.8	96	2.5	135	1571	WGMS AF
17. WWRC	(T)	114/2.3	3.8	2.4	2.3	2.3	2.7	1126/1992	1816/ 5.9	6.7	4.8	61	2.6	148	1488	WWRC
18. WHFS-F	(AOR)	81/1.6	1.4	1.6	1.7	.9	1.6	127/ 1840	1417/ 4.6	4.4	3.1	144	1.5	87	1375	WHFS-F
19. WOL	(B)	79/1.6	2.4	2.2	1.5	1.7	1.9	79/ 1148	1148/ 3.7	2.9	3.8	106	.9	51	911	WOL
20. WJFK-F	(AOR)	64/1.3	2.4	1.5	1.7	1.7	1.7	73/ 1872	1684/ 5.5	4.5	5.6	100	1.8	100	1336	WJFK-F
21.																
22.																
23.																
24.																
25.																

12+ FM SHARE (METRO): 79.21% (3394 OF 4285) (FAL 87: 77.58%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WPGC-F	1. WKYS-F	1. WKYS-F	1. WKYS-F	1. WKYS-F	1. WGAY-F	1. WMZQ A/F	1. WGAY-F>	1. WMZQ A/F	1. WPGC-F	1. WKYS-F
2. WRQX-F	2. WPGC-F	2. WPGC-F<	2. WMZQ AF<	2. WMZQ A/F	2. WMZQ A/F	2. WMAL	2. WMZQ A/F	2. WGAY-F<	2. WHUR-F	2. WMZQ-F<
3. WAVA-F>	WWDC-F	3. WMZQ AF<	3. WHUR-F	3. WHUR-F	3. WMAL>	3. WKYS-F	3. WKYS-F	3. WPGC-F	3. WKYS-F	3. WHUR
4. WDJY-F	4. WHUR-F	4. WHUR-F	4. WPGC-F<	4. WGAY-F	4. WTOP	4. WTOP	4. WPGC-F	4. WKYS-F	4. WRQX-F	4. WMAL
5.	5. WAVA-F<	5. WWDC-F	5. WXTR-F	5. WPGC-F	5. WXTR-F	5. WAVA-F	5. WLTT-F	5. WMAL	5. WAVA-F	5. WTOP
6.	6. WCXR-F	6. WAVA-F	6. WLTT-F<	6. WXTR-F	6. WKYS-F	6. WWDC-F	6. WMAL	6. WAVA-F	6. WGAY-F	6. WGAY-F
7.	7. WRQX-F	WCXR-F	7. WGAY-F	7. WASH-F<	7. WASH-F	7. WGAY-F	7. WXTR-F	7. WRQX-F<	7. WMQZ A/F	7. WPGC-F
8.	8. WLTT-F	WLTT-F	WRQX-F	8. WLTT-F<	8. WWRC	8. WPGC-F	8. WASH-F	8. WXTR-F<	8. WDJY-F<	8. WWRC
9.	9. WMZQ A/F	9. WRQX-F	9. WASH-F	9. WRQX-F	9. WGMS A/F	9. WCXR-F	9. WRQX-F	9. WHUR-F	9. WMAL<	9. WAVA-F
10.	10. WDJY-F	10. WXTR-F	10. WCXR-F	10. WCXR-R	10. WHUR-F	10. WRQX-F	10. WWDC-F	WWDC-F	10. WWDC-F	WDJY-F
			WWDC-F	WWDC-F						

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WPGC-F	1. WKYS-F>	1. WKYS-F	1. WKYS-F	1. WMZQ A/F	1. WWDC-F>	1. WWDC-F>	1. WWDC-F	1. WWDC-F	1. WKYS-F
2. WKYS-F	2. WPGC-F<	1. WHUR-F	2. WMZQ A/F	2. WKYS-F	2. WPGC-F<	2. WCXR-F	2. WHUR-F	2. WKYS-F	2. WMZQ AF
3. WLTT-F<	3. WHUR-F	3. WRQX-F	3. WPGC-F<	3. WASH-F	3. WCXR-F	3. WPGC-F	3. WCXR-F	3. WCXR-F	3. WHUR-F
4. WAVA-F	4. WRQZ-F<	4. WPGC-F	4. WHUR-F	WHUR-F	4. WAVA-F	4. WHUR-F	4. WKYS-F	WPGC-F	WWDC-F
5. WRQX-F	5. WAVA-F<	5. WASH-F	5. WLTT-F	5. WGAY-F	5. WKYS-F	WKYS-F	5. WAVA-F	5. WHUR-F	5. WGAY-F
6. WHUR-F<	6. WLTT-F	6. WAVA-F	WQRX-F	6. WRQX-F	6. WDJY-F	6. WAVA-F	6. WPGC-F	6. WMQZ A/F	6. WXTR-F
7. WMZQ A/F	7. WASH-F	7. WLTT-F	7. WASH-F	7. WPGC-F	7. WMZQ A/F<	7. WMZQ-F	7. WRQX-F	7. WAVA-F	7. WPGC-F<
8. WCXR-F	WCXR-F	8. WCXR-F	8. WAVA-F	8. WLTT-F	8. WHUR-F	8. WRQX-F	8. WHFS-F	8. WXTR-F	8. WCXR-F
9. WWDC-F<	9. WMZQ A/F	9. WMZQ A/F	9. WGAY-F	WXTR-F	9.	9. WDJY-F	WLTT-F	9. WLTT-F<	9. WLTT-F<
10. WDJY-F	10. WWDC-F	10. WXTR-F	10. WXTR-F	10. WAVA-F	10.	10. WHFS-F	10.	10. WHFS-F	10. WMAL
						WLTT-F			

FORMATS	AM	FM	TOTAL	%	FAL 87 %
TOP 40/CHR/CONTEMP		749 (3)	749 (3)	17.5	9.9
AOR/CLASSIC		588 (6)	588 (6)	13.7	12.5
AC/OLDIES/SOFT ROCK		505 (3)	505 (3)	11.8	10.9
MOR/VARIETY/FULL	286 (1)		286 (1)	6.7	7.8
COUNTRY	27 (1)	378 (2)	405 (3)	9.4	8.6
BLACK/URBAN	131 (2)	675 (3)	806 (5)	18.8	25.2
BTFL/EZ		371 (2)	371 (2)	8.7	8.3
NEWS/TALK	315 (3)		315 (3)	7.4	7.8
NOSTALGIA	44 (1)		44 (1)	1.0	1.1
RELIGION/GOSPEL	80 (2)		80 (2)	1.9	2.7
SPANISH					
CLASSICAL	8 (1)	107 (1)	115 (2)	2.7	3.0
JAZZ/NEW AGE					1.9
OTHERS/UNKNOWN		21 (1)	21 (1)	0.5	0.3
			4285 32)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCPT	730	Alexandria/Wash.	1.0/2.2
WFRE-F	99.9	Frederick	.6/1.7
WUST	1120	Washington	.4/ .7
WWDC	1260	Washington	.9/2.2
WYCB	1340	Washington	1.2/2.4
WFLS	93.3	Fredericksburg	.4/1.2
WBAL	1090	Baltimore	.3/1.3
WGRX-F	100.7	Westminster/Balt.	.4/1.4
WIYY-F	97.9	Baltimore	.6/2.4
WPOC-F	93.1	Battimore	1.0/2.0

RADIO STATIONS

AM STATIONS

WCPT,	730,	5 KW/ 20W (DA-1)	, BLACK	SMN,	$ NA	(Mc-Guild)	Legacy
WDCT,	1310,	5 KW/500W (DA-2)	, RELIGION	,	$ 34.00	(---)	
WFAX,	1220,	5 KW (DAYS)	, RELIGION	,	$ 20.00	(---)	
WMAL,	630,	5 KW (DA-2)	, MOR	ABC-I,	$200.00	(Katz)	Cap Cities/ABC
WMDO,	1540,	5 KW (DAYS)	, HISPANIC	,	$ 45.00	(Lotus)	
WNTR,	1050,	1 KW/500W	, TALK	,	$ 30.00	(---)	
WOL ,	1450,	1 KW	, BLACK	NBN,	$ 47.00	(K & P)	
WTOP,	1500,	50 KW (DA-2)	, NEWS	MBS, CBS,	$175.00	(HNWH)	Outlet
WUST,	1120,	1 KW (DAYS)	, GOSPEL	NBN,	$ 25.00	(---)	
WWDC,	1260,	5 KW (DA-2)	, NOSTALGIA	US 2,	$ 51.00	(Christal)	
WWRC,	980,	5 KW (DA-N)	, TALK	MBS, NBC,	$ 78.00	(MMR)	Greater Media
WYCB,	1340,	5 KW	, GOSPEL	SBN,	$ 41.00	(---)	

FM STATIONS

WASH,	97.1,	23 KW @ 690,	SOFT AC	Trans,	$ 88.00	(HNWH)	Outlet	
WAVA,	105.1,	50 KW @ 500,	CHR	,	$160.00	(HNWH)	Emmis	
WJFK,	106.7,	23 KW @ 731,	CLASSIC ROCK	ABC-R,	$ 85.00	(Torbet)	Infinity	
WCXR,	105.9,	50 KW @ 500,	CLASSIC ROCK	,	$135.00	(Mc-Guild)	Legacy	
WDJY,	100.3,	40 KW @ 333,	BLACK	APR,	$ 80.00	(Mc-Guild)	United	
WGAY,	99.5,	21 KW @ 780,	BTFL/EZ	,	$210.00	(MMR)	Greater Media	
WGMS,	103.5,	47 KW @ 510,	CLASSICAL	MBS,	$150.00	(Republic)		
WHUR,	96.3,	24 KW @ 669,	BLACK	,	$106.00	(Durpetti)	Howard University	
WKYS,	93.9,	50 KW @ 485,	BLACK/URBAN	,	$206.00	(Eastman)	Albimar	
WLTT,	94.7,	21 KW @ 780,	AC	,	$168.00	(CBS)	CBS	
WMMJ,	102.3,	1 KW @ 480,	? ?	,	$ 51.00	(K & P)		
WMZQ,	98.7,	50 KW @ 490,	COUNTRY	,	$209.00	(Christal)	Viacom	
WPGC,	95.5,	50 KW @ 500,	URBAN/CHR	,	$125.00	(Banner)	Cook Inlet	
WRQX,	107.3,	50 KW @ 410,	CHR	ABC-C,	$146.00	(Katz)	Cap Cities/ABC	
WWDC,	101.1,	23 KW $ 760,	AOR	US 1,	$203.00	(Christal)		
WXTR,	104.1,	50 KW @ 500,	OLDIES	,	$ 76.00	(Mc-Guild)	Mediacomm	(LA PLATA)
WHFS,	99.1,	47 KW @ 390,	AOR	APR,MBS,	$ 54.00	(Republic)	Duchoissois	(ANNAPOLIS)

CALL LETTER CHANGES

WBMW Changes to WJFK

FORMAT CHANGES

WPGC-A: From URBAN TO BUSINESS TALK (Sep)
WJFK: From JAZZ/NA to CLASSIC ROCK (Oct)

STATIONS

WMDO (Wheaton): Sold by Lotus for $1,000,000
WMTR (Silver Springs) sold to CBN FOR $1,600,000

WEST PALM BEACH

Arbitron Rank/Pop (12+): 56/723,700

MSA Rank/Pop: 64/808,300
ADI #52
Average Person Ratings: 16.9
Market TSL: 22.8 Hours

Stations: 33/16
Diaries: 963/752:1/44.6%
Sample Target: 940
% Below Line: 30.9%
% Not Listed: 9.9%

1988 Revenue: $20,700,000
HH Inc.: $36,567
Retail $: 7.3 Bil
Pop per Station: 45,231
#1 Biller: WRMF-F $5,500,000

12+ METRO		1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4 BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. WEAT A/F	(EZ)	204/16.7	12.4	12.0	14.6	12.9	13.9	339/3378	1840/25.4	22.5	22.1	32	12.1	130	1173	WEAT A/F
2. WRMF-F	(AC)	108/ 8.8	8.8	7.0	8.4	8.9	8.3	164/2089	1296/17.9	16.3	17.0	163	8.5	98	1176	WRMF-F
3. WJNO	(N/T)	84/ 6.9	9.5	5.7	7.9	5.9	7.5	100/1382	1083/15.0	11.8	11.9	57	6.2	71	762	WJNO
4. WIRK-F	(C)	65/ 5.3	5.0	3.8	6.2	5.2	5.1	90/1133	661/ 9.1	8.7	9.1	164	6.2	71	734	WIRK-F
5. WNGS-F	(AC)	54/ 4.4	2.8	3.0	3.1	2.6	3.3	54/ 626	618/ 8.5	6.7	5.2	168	3.7	42	642	WNGS-F
6. WHQT-F	(CHR)	49/ 4.0	2.3	3.1	2.9	1.8	3.1	162/1948	648/ 9.0	8.7	5.8	55	4.1	47	591	WHQT-F
WMXJ-F	(O)	49/ 4.0	2.5	3.4	3.7	3.7	3.4	151/2326	692/ 9.6	9.3	9.1	195	3.1	36	435	WMXJ-F
8. WOVV-F	(CHR)	43/ 3.5	3.4	4.9	2.3	1.6	3.5	109/1686	811/11.2	10.6	4.2	106	4.2	48	734	WOVV-F
9. WHYI-F	(CHR)	41/ 3.4	3.1	4.4	3.1	5.1	3.5	143/3056	990/13.7	13.4	11.8	103	4.8	55	1109	WHYI-F
10. WSHE-F	(AOR)	32/ 2.6	2.3	3.2	1.4	2.1	2.4	83/1685	508/ 7.0	6.5	6.1	123	3.3	38	551	WSHE-F
11. WKGR-F	(AOR)	31/ 2.5	4.0	2.9	1.8	2.6	2.8	46/ 932	503/ 7.0	8.7	8.2	180	3.7	43	549	WKGR-F
12. WPOM	(B)	28/ 2.3	1.8	1.5	4.7	3.1	2.6	28/ 394	394/ 5.4	4.5	5.0	74	2.8	32	555	WPOM
WGTR-F	(AOR)	28/ 2.3	2.3	2.4	3.2	1.8	2.6	109/1643	422/ 5.8	4.6	4.7	130	2.8	32	370	WGTR-F
14. WDBF	(BB)	21/ 1.7	1.3	.6	.6	1.3	1.1	21/ 262	219/ 3.0	2.5	3.8	12	.3	3	41	WDBF
WKIS-F	(C)	21/ 1.7	1.7	1.4	.6	1.5	1.4	143/1905	351/ 4.9	5.0	4.4	88	1.5	17	253	WKIS-F
WPBR	(N/T)	21/ 1.7	2.4	1.2	2.1	2.0	1.9	24/ 363	317/ 4.4	3.9	4.9	41	1.8	21	278	WPBR

12+ FM SHARE (METRO): 76.54% (842 OF 110)) (FAL 87: 75.70%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WHQT-F	1. WRMF-F>>	1. WRMF-F>>	1. WRMF-F>	1. WRMF-F>	1. WEAT-AF>>	1. WEAT-AF>	1. WEAT-AF>	1. WEAT-AF>	1. WEAT-AF	1. WJNO
2. WOVV-F	2. WGTR-F<	2. WIRK-F	2. WIRK-F	2. WIRK-F	2. WJNO	2. WJNO	2. WRMF-F	2. WRMF-F>	2. WHQT-F<	2. WEAT-F
3. WHYI-F>	3. WKGR-F	3. WMXJ-F	3. WMXJ-F<	3. WMXJ-F	3. WRMF-F	3. WRMF-F>	3. WIRK-F	3. WIRK-F	3. WOVV-F<	3. WNGS-F
4.	WOVV-F	4. WNGS-F	4. WNGS-F	4. WNGS-F>	4. WIRK-F	4. WIRK-F>	4. WJNO	4. WJNO	4. WJNO	4. WPBR
5.	WSHE-F	5. WKGR-F	5. WKGR-F	5. WEAT-AF	5. WNGS-F	5. WNGS-F	WNGS-F	5. WNGS-F	5. WRMF-F	WRMF-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WRMF-F>>	1. WRMF-F>>	1. WRMF-F>>	1. WRMF-F>>	1. WRMF-F>
2. WHQT-F	2. WOVV-F>	2. WOVV-F>	2. WMXJ-F	2. WNGS-F
3. WOVV-F>	3. WHQT-F	3. WMXJ-F	3. WIRK-F	3. WEAT-AF
4. WSHE-F	4. WHYI-F	4. WMXQ-F	4. WNGS-F	4. WMXJ-F
5.	WSHE-F	WPOM	WOVV-F	5. WIRK-F
		WLVE-F	WHQT-F	

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WGTR-F	1. WRMF-F	1. WRMF-F	1. WRMF-F>	1. WRMF-F>
WSHE-F	2. WGTR-F	2. WKGR-F	2. WIRK-F	2. WIRK-F
3. WHQT-F	3. WKGR-F	3. WGTR-F	3. WKGR-F<	3. WMXJ-F
4. WIRK-F	4. WSHE-F	4. WNGS-F	4. WGTR-F	4. WKGR-F
WRMF-F	5. WIRK-F	5. WMXJ-F	5. WMXJ-F	WNGS-F
	WMXJ-F	WZTA-F	6. WSHE-F	

FORMATS	AM	FM	TOTAL	%	FAL 87 %
TOP 40/CHR/CONTEMP		143 (4)	143 (4)	13.0	12.9
AOR/CLASSIC		108 (4)	108 (4)	9.8	8.9
AC/OLDIES/SOFT ROCK	13 (1)	277 (7)	290 (8)	26.4	24.9
MOR/VARIETY/FULL					
COUNTRY		86 (2)	86 (2)	7.8	7.5
BLACK/URBAN	43 (2)		43 (2)	3.9	5.3
BTFL MUSIC/EZ	15 (1)	209 (2)	224 (3)	20.4	16.6
NEWS/TALK	154 (6)		154 (6)	14.0	12.7
NOSTALGIA	21 (1)		21 (1)	1.9	6.6
RELIGION/GOSPEL					1.7
SPANISH					
CLASSICAL		15 (1)	15 (1)	1.4	1.8
JAZZ/NEW AGE					
OTHERS/UNKNOWN	16 (2)		16 (2)	1.5	1.1
	262 (13)	838 (20)	1100 (33)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WMXQ-F	94.3	Riviera Beach	1.6/4.2
WPBG	1290	W. Palm Beach	1.1/2.2
WSBR	740	Boca Raton	.5/2.7
WSWN	900	Belle Grade	.8/1.6
WYFX	1040	Boynton Beach	1.2/3.7
WAXY-F	105.9	Ft. Lauderdale	1.3/5.5
WINZ	940	Miami	.9/2.5
WIOD	610	Miami	1.6/5.7
WJQY-F	106.7	Ft. Lauderdale	1.1/4.4
WLVE-F	93.9	Miami Beach	1.3/4.7
WLYF-F	101.5	Miami	1.6/5.1
WNWS	790	South Miami	1.1/3.0
WPOW-F	96.5	Miami	.8/5.9
WTMI-F	93.1	Miami	1.2/4.8
WWNN	980	Pompano Beach	.3/1.4
WZTA-F	94.9	Miami Beach	1.4/3.5

RADIO STATIONS

WDBF, 1420, 5 KW/500 W (DA-1)	, NOSTALGIA	CBS,$ 12.00	(---)		
WJNO, 1230, 1 KW	, NEWS/TALK	CBS,ABC-E,$ 53.00	(Banner)	Fairbanks	
WPBR, 1340, 1 KW	, TALK	MBS,CNN,$ 23.00	(Radio Ad)		
WPOM, 1600, 1 KW (DA-1)	, BLACK	ABC-D,$ 31.00	(Republic)		
WYFX, 1040, 10 KW/1 KW (DA-2)	, BLACK	SBN,$ 17.00	(---)		
WEAT-F, 104.3, 56 KW @ 1250	, BTFL/EZ	,$ 72.00	(Katz)	Taylor	
WIRK-F, 107.9, 100 KW @ 400	, COUNTRY	ABC-E,$ 56.00	(HNWH)	Price	
WKGR-F, 98.7, 100 KW @ 1500	, AOR	UPI,$ 44.00	(HNWH)		(FORT PIERCE)
WNGS-F, 92.1, 2 KW @ 378	, AC	,$ 30.00	(Eastman)		
WNJY-F, 94.3, 1 KW @ 480	, NOSTALGIA	NBC,$ 36.00	(Republic)	Lappin	
WRMF-F, 97.9, 100 KW @ 1350	, AC	,$101.00	(Banner)	Fairbanks	

MISCELLANEOUS COMMENTS WNJY changes calls to WMXQ and format from Nostalgia to AC (Sept.)

WICHITA

Arbitron Rank/Pop (12+): 88/390,700

MSA Rank/Pop: 103/477,100
ADI #60
Average Person Ratings: 15.4
Market TSL: 20.3 Hours

Stations: 19/19
Diaries: 856/456:1/56.3%
Sample Target: 780
% Below Line: 0 %
% Not Listed: 8.6%

1988 Revenue: $16,000,000
HH Inc.: $38,359
Retail $: 3.4 Bil
Pop per Station: 20,563
#1 Biller: KFDI A/F $5,200,000

12+ METRO	1/4/SHARE	SPG 88	FAL 87	SPG 87	FAL 86	4 BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. KKRD-F (CHR)	83/13.8	15.9	14.0	13.6	13.6		109/1520	1157/29.6	30.9	26.7	60	16.6	112	1206	KKRD-F
2. KZSN-F (C)	70/11.6	7.6	10.0	8.2	8.6		88/1007	714/18.3	15.3	18.4	129	9.5	64	697	KZSN-F
3. KFDI-F (C)	57/ 9.5	12.6	10.6	10.6	10.6		90/1166	788/20.2	19.3	20.9	123	10.7	72	818	KFDI-F
4. KXLK-F (AC)	48/ 8.0	5.5	8.8	7.0	5.9		69/1081	785/20.1	12.8	14.9	138	7.7	52	577	KXLK-F
5. KICT-F (AOR)	47/ 7.8	7.1	10.4	5.0	7.5		69/1073	657/16.8	15.7	14.0	91	11.1	75	798	KICT-F
6. KFDI (C)	46/ 7.6	7.4	7.3	8.2	7.5		68/ 881	629/16.1	14.8	15.1	72	7.1	48	579	KFDI
7. KEYN-F (CHR)	45/ 7.5	7.3	7.5	5.7	8.5		61/1248	867/22.2	21.1	17.5	89	6.1	41	942	KEYN-F
8. KOEZ-F (EZ)	33/ 5.5	5.7	5.2	5.4	4.8		44/ 645	466/11.9	11.4	11.1	84	2.7	18	290	KOEZ-F
9. KLEO (BB)	24/ 4.0	4.0	4.3	6.3	4.2		26/ 356	304/ 7.7	8.4	9.7	38	2.2	15	259	KLEO
10. KRZZ-F (AOR)	18/ 3.0	2.2	3.9	5.7	4.2		18/ 355	343/ 8.8	7.1	10.2	133	4.7	32	448	KRZZ-F
11. KWKL-F (AC)	16/ 2.7	2.9	1.4	6.1	3.8		23/ 416	338/ 8.7	7.4	5.7	115	1.9	13	157	KWKL-F
12. KSGL (R/G)	12/ 2.0	1.6	.5	1.1	2.0		15/ 227	189/ 4.8	4.5	4.7	140	1.2	8	202	KSGL
13. KNSS (T)	11/ 1.8	2.2	1.6	.7	.5		11/ 319	312/ 8.0	6.9	7.3	100	1.9	13	211	KNSS
14. KQAM (O)	10/ 1.7	2.2	2.2	2.9	2.6		11/ 260	215/ 5.5	6.6	6.6	182	1.9	13	229	KQAM
15. KLZS-F (J/NA)	8/ 1.3	1.9	3.2	2.7	3.8		9/ 262	200/ 5.1	7.6	6.3	92	3.3	22	237	KLZS-F
KBUZ-F (B)	8/ 1.3	2.4	---	---	---		8/ 131	122/ 3.1	3.7	---	162	3.6	24	283	KBUZ-F

12+ FM SHARE (METRO): 78.73% (433 OF 550) (FAL 87: 78.46%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KKRD-F>>	1. KKRD-F	1. KKRD-F<	1. KZSN-F	1. KZSN-F	1. KFDI-F<	1. KKRD-F	1. KZSN-F	1. KKRD-F	1. KKRD-F>>	1. KFDI-F
2.	2. KICT-F	2. KZSN-F	2. KXLK-F	2. KFDI-F	2. KFDI <	2. KZSN-F	2. KXLK-F	2. KZSN-F	2. KICT-F	2. KFDI
3.	3. KXLK-F<	3. KXLK-F	3. KFDI-F	3. KXLK-F	3. KZSN-F	3. KFDI-F	3. KFDI-F	3. KXLK-F	3. KZSN-F	3. KICT-F
4.	4. KEYN-F	4. KICT-F	4. KKRD-F	4. KKRD-F	4. KOEZ-F	4. KFDI	4. KKRD-F	4. KFDI-F	4. KEYN-F	4. KZSN-F
5.	5. KZSN-F	5. KEYN-F	5. KICT-F	5. KICT-F	5. KLEO	5. KXLK-F	5. KEYN-F	5. KEYN-F<	5. KOEZ-F	5.
		6. KFDI-F						6. KICT-F	6. KFDI	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KKRD-F	1. KKRD-F	1. KXLK-F	1. KKRD-F	1. KZSN-F	1. KICT-F	1. KICT-F>	1. KICT-F	1. KICT-F	1. KZSN-F
2. KEYN-F>>	2. KEYN-F>	2. KKRD-F>	2. KZSN-F	2. KXLK-F	2. KKRD-F>>	2. KKRD-F	KZSN-F>	2. KZSN-F	2. KFDI-F>
3. KICT-F	KXLK-F	3. KEYN-F	3. KXLK-F	3. KKRD-F	3. KEYN-F	KZSN-F	3. KXLK-F	3. KXLK-F	3. KXLK-F
KXLK-F	4. KICT-F	KICT-F	4. KEYN-F>	4. KFDI-F	KWKL-F	4. KXLK-F	4. KEYN-F	4. KFDI-F	4. KICT-F
5. KZSN-F	5. KZSN-F	5. KFDI-F	5. KICT-F	5. KFDI	5. KXLK-F	5. KEYN-F	KFDI-F	KKRD-F	5. KEYN-F
		KWKL-F	6. KFDI-F	KOEZ-F					
		KZSN-F							

FORMATS	AM	FM	TOTAL	%	FAL 87 %
TOP 40/CHR/CONTEMP		128 (2)	128 (2)	23.3	22.5
AOR/CLASSIC		65 (2)	65 (2)	11.8	15.0
AC/OLDIES/SOFT ROCK	10 (1)	64 (2)	74 (3)	13.5	14.8
MOR/VARIETY/FULL					
COUNTRY	54 (3)	127 (2)	181 (5)	32.9	33.1
BLACK/URBAN		8 (1)	8 (1)	1.5	
BTFL MUSIC/EZ		33 (1)	33 (1)	6.0	6.9
NEWS/TALK	11 (1)		11 (1)	2.0	1.7
NOSTALGIA	24 (1)		24 (1)	4.4	4.5
RELIGION/GOSPEL	18 (2)		18 (2)	3.3	0.6
SPANISH					
CLASSICAL					
JAZZ/NEW AGE		8 (1)	8 (1)	1.5	
OTHERS/UNKNOWN					0.9
	117 (8)	433 (11)	550 (19)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KFH	1330	Wichita	1.0/4.6
KJRG	950	Newton	1.0/2.5
KSPG	1360	El Dorado	.3/1.0

RADIO STATIONS

KFDI, 1070, 10 KW/1 KW (DA-N), COUNTRY ABC-E,$ 38.00 (Torbet) Great Empire
KFH , 1330, 5 KW (DA-N), COUNTRY CBS,MBS,$ 30.00 (Banner)
KLEO, 1480, 5 KW/1 KW (DA-2), NOSTALGIA SMN,$ 25.00 (Katz) So. Skies
KNSS, 1240, 1 KW (DA-1), TALK MBS,ABC-T,$ 17.00 (Durpetti)
KQAM, 1410, 5 KW/1 KW (DA-N), OLDIES US 1,$ 20.00 (Eastman)

KEYN-F, 103.7, 100 KW @ 860, CHR/AC US 1,$ 37.00 (Eastman)
KFDI-F, 101.3, 100 KW @ 1130, COUNTRY ABC-E,$ 62.00 (Torbet) Great Empire
KICT-F, 95.1, 100 KW @ 970, AOR ABC-E,$ 41.00 (Mc-Guild)
KKRD-F, 107.3, 100 KW @ 884, CHR ,$ 52.00 (HNWH)
KLZS-F, 97.9, 100 KW @ 350, NEW AGE/JAZZ ,$ 32.00 (Republic)
KXLK-F, 105.3, 100 KW @ 1000, AC APR,$ 31.00 (Banner) Mid Continent
KZSN-F, 102.1, 100 KW @ 1032, COUNTRY ,$ 39.00 (Katz) So. Skies
KWKL-F, 106.5, 100 KW @ 1323, SOFT AC ,$ 18.00 (---) (ARKANSAS CITY)
KRZZ-F, 95.9, 1.2 KW @ 300, CLASSIC ROCK SOURCE,$ 30.00 (Durpetti) (DERBY)
KOEZ-F, 92.3, 100 KW @ 6[illegible]0, BTFL/EZ ,$ 23.00 (Roslin) (NEWTON)
KBUZ-F, 99.3, 3 KW @ 300, BLACK ,$ 15.00 (---) (EL DORADO)

MISCELLANEOUS COMMENTS KFH sold to Mid Continent for $800,000... KKRD-F sold by Osborn to Sherman for $6,000,000...

WILKES BARRE - SCRANTON

Arbitron Rank/Pop (12+): 56/624,000

MSA Rank/Pop: 69/727,800
ADI #51
Average Person Ratings: 17.5
Market TSL: 23.5 Hours

Stations: 34/27
Diaries: 1094/570:1/57.2%
Sample Target: 1000
% Below Line: 7.6%
% Not Listed: 17.3%

1988 Revenue: $14,500,000
HH Inc.: $27,627
Retail $: 4.6 Bil
Pop per Station: 23,111
#1 Biller: WKRZ A/F $2,400,000

12+ METRO	1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4 BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. WKRZ-F (CHR)	142/13.0	14.7	12.3	13.9	11.5	13.5	155/2366	2051/32.9	30.5	28.9	108	16.4	153	2056	WKRZ-F
2. WEZX-F (AOR)	97/ 8.9	9.0	9.7	6.9	10.8	8.6	105/1039	976/15.6	14.3	14.5	121	10.3	96	865	WEZX-F
3. WARM (MOR)	74/ 6.8	7.2	7.2	5.2	6.4	6.6	91/1394	1131/18.1	17.8	19.4	91	7.2	67	976	WARM
4. WGBI-F (AC)	56/ 5.1	4.8	5.9	4.6	6.3	5.1	60/ 786	676/10.8	11.8	15.5	145	3.9	36	500	WGBI-F
5. WMGS-F (AC)	54/ 5.0	4.5	6.4	5.0	4.7	5.2	68/ 947	804/12.9	12.6	12.7	166	4.4	41	675	WMGS-F
WNAK (BB)	54/ 5.0	4.9	5.3	7.3	4.3	5.6	54/ 609	599/ 9.6	8.7	8.2	18	4.4	41	377	WNAK
7. WWSH-F (EZ)	52/ 4.8	5.2	4.3	3.1	4.7	4.4	70/ 887	670/10.7	9.2	9.6	67	2.6	24	397	WWSH-F
8. WTLQ-F (CHR)	38/ 3.5	5.0	3.2	3.9	5.5	3.9	38/ 757	757/12.1	11.2	13.8	71	6.8	63	1090	WTLQ-F
9. WHLM-F (AC)	34/ 3.1	1.8	2.9	2.8	3.0	2.7	67/ 669	311/ 5.0	5.8	6.0	158	2.4	22	441	WHLM-F
10. WSGD-F (AC)	32/ 2.9	1.3	.9	1.2	.7	1.6	49/ 488	354/ 5.7	1.6	2.0	162	2.7	25	263	WSGD-F
11. WBAX (BB)	25/ 2.3	2.1	1.3	4.1	1.2	2.5	25/ 318	293/ 4.7	3.5	3.9	17	1.0	9	190	WBAX
12. WZZO-F (AOR)	22/ 2.0	.8	1.4	2.9	.9	1.8	44/ 503	231/ 3.7	3.2	2.6	85	2.6	24	257	WZZO-F
13. WEJL (BB)	20/ 1.8	2.8	2.6	5.9	4.8	3.3	29/ 306	226/ 3.6	6.2	7.6	44	2.3	21	294	WEJL
WICK (EZ)	20/ 1.8	2.0	1.6	1.2	1.1	1.7	20/ 241	241/ 3.9	3.3	3.5	50	1.3	12	126	WICK
15. WILK (MOR)	17/ 1.6	1.8	1.8	1.4	2.7	1.7	17/ 394	387/ 6.2	7.7	8.2	131	1.7	16	312	WILK

12+ FM SHARE (METRO): 69.18% (624 OF 902) (FAL 87: 64.69%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WKRZ-F>>	1. WEZX-F	1. WKRZ-F	1. WKRZ-F	1. WKRZ-F	1. WARM	1. WKRZ-F<	1. WKRZ-F	1. WKRZ-F>	1. WKRZ-F	1. WARM
2. WTLQ-F	2. WKRZ-F>>	2. WEZX-F>>	2. WEZX-F	2. WEZX-F	2. WKRZ-F	2. WARM >	2. WEZX-F	2. WEZX-F>	2. WEZX-F>>	2. WEZX-F
3. WQQQ-F	3. WGBI-F	3. WMGS-F	3. WMGS-F	3. WMGS-F	3. WNAK	3. WEZX-F	3. WGBI-F	3. WWSH-F	3. WARM	3. WILK
4.	4. WMGS-F	4. WGBI-F	4. WGBI-F	4. WGBI-F	4. WWSH-F	4. WNAK	4. WMGS-F	4. WMGS-F<	4. WWSH-F	4. WKRZ-F
5.	5. WTLQ-F	5.	5.	5. WARM	5. WMGS-F	5. WGBI-F	WNAK	5. WARM <	5. WTLQ-F	WWSH-F
						6. WMGS-F		6. WGBI-F		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WKRZ-F>>	1. WKRZ-F>>	1. WKRZ-F	1. WKRZ-F>>	1. WKRZ-F>	1. WEZX-F>>	1. WEZX-F>>	1. WEZX-F>>	1. WEZX-F>	1. WEZX-F
2. WTLQ-F	2. WEZX-F	2. WEZX-F	2. WMGS-F<	2. WMGS-F	2. WKRZ-F>	2. WKRZ-F>	2. WKRZ-F>	2. WKRZ-F>>	2. WKRZ-F>
3. WEZX-F	3. WGBI-F	3. WGBI-F	3. WGBI-F	3. WGBI-F	3. WZZO-F	3. WZZO-F	3. WGBI-F	3. WSGD-F	3. WARM
4. WZZO-F	4. WMGS-F	4. WMGS-F	4. WEZX-F	4. WEZX-F	4. WTLQ-F	4. WTLQ-F	4.	4. WMGS-F	4. WMGS-F
5. WGBI-F	5. WTLQ-F	5.	5. WHLM-F	5. WHLM-F	5.	5. WGBI-F	5.	5. WARM	WSGD-F
				6. WARM					

FORMATS	AM	FM	TOTAL	%	FAL 87 %
TOP 40/CHR/CONTEMP		196 (3)	196 (3)	21.7	22.9
AOR/CLASSIC		119 (2)	119 (2)	13.2	13.4
AC/OLDIES/SOFT ROCK	4 (1)	216 (9)	220 (10)	24.4	20.5
MOR/VARIETY/FULL	95 (3)		95 (3)	10.5	12.0
COUNTRY	28 (3)	17 (2)	45 (5)	5.0	6.5
BLACK/URBAN					
BTFL MUSIC/EZ	20 (1)	76 (3)	96 (4)	10.6	8.2
NEWS/TALK	22 (2)		22 (2)	2.4	3.4
NOSTALGIA	99 (3)		99 (3)	11.0	11.7
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
OTHERS/UNKNOWN	10 (2)		10 (2)	1.1	1.4
	278 (15)	624 (19)	902 (34)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WARD	1550	Pittston	1.5/5.5
WAZL	1490	Hazleton	.4/1.9
WBNE-F	95.9	Benton	.7/1.3
WCNR	930	Bloomsburg	1.3/2.5
WEAY-F	92.1	Nanticoke	.6/3.0
WEMR	1460	Tunkhannock	.8/1.6
WGBI	910	Scranton	.9/3.9
WJMW	550	Bloomsburg	.1/1.0
WPLJ	1340	Wilkes-Barre	.4/1.4
WQEQ-F	103.1	Freeland	1.0/2.5
WSBG-F	93.5	Stroudsburg	1.1/3.5
WVPO	840	Stroudsburg	.4/ .9
WWDL-F	104.9	Scranton	.5/3.3
WABC	770	New York	.6/1.7
WEAZ-F	101.1	Philadelphia	.4/ .8
WFMZ-F	100.7	Allentown	1.8/3.3
WILQ-F	105.1	Williamsburg	.8/1.9
WLEV-F	96.1	Easton	.6/2.0
WQQQ-F	99.9	Easton	1.5/3.8

RADIO STATIONS

WARD, 1550, 10 KW/500 W (DA-2)	, TALK	APR,ABC-T,$ 12.00	(Savalli)		
WARM, 590, 5 KW (DA-2)	, MOR	NBC,$ 50.00	(Eastman)	Susquehanna	
WBAX, 1240, 1 KW	, NOSTALGIA	CNN,$ 17.00	(---)		
WEJL, 630, 500 W	, NOSTALGIA	ABC-I ,$ 20.00	(Christal)	Shamrock-Lynett	
WGBI, 910, 1 KW/500 W	, COUNTRY	CBS,$ 15.00	(Torbet)		
WICK, 1400, 1 KW	, BTFL/EZ	ABC-D,$ 14.00	(K & P)		
WILK, 980, 5 KW/1 KW (DA-2)	, MOR/TALK	MBS,ABC-E,$ 18.00	(Mc-Guild)		
WNAK, 730, 1 KW/36 W (DA-1)	, NOSTALGIA	NBC,$ 26.00	(K & P)		
WPLJ, 1340, 1 KW	, COUNTRY	,$ 13.00	(Katz)	Keymarket	
WEZX-F, 107.1, 125 W @ 1270, AOR		ABC-R,$ 35.00	(Christal)	Shamrock-Lynett	
WGBI-F, 101.3, 7 KW @ 1110, AC		CBS-R,$ 30.00	(Torbet)		
WKRZ-F, 98.5, 8 KW @ 1172, CHR		,$ 60.00	(Katz)	Keymarket	
WMGS-F, 92.9, 9 KW @ 1060, AC		,$ 35.00	(Eastman)	— Susquehanna	
WTLQ-F, 102.3, 3 KW @ 71, CHR		ABC-C,$ 22.00	(Mc-Guild)		(PITTSTON)
WWDL-F, 104.9, 1.6 KW @ 1093, SOFT AC		ABC-D,$ 16.00	(K & P)		
WHLM-F, 106.5, 37 KW @ 597, AC		US 2,$ 17.00	(Banner)		(BLOOMSBURG)
WWSH-F, 97.9, 24 KW @ 660, BTFL/EZ		,$ 20.00	(Katz)		(HAZLETON)

MISCELLANEOUS COMMENTS WPLJ/WKRZ-F sold to Keymarket from Osborn for $12,000,000 (Mahlman)...

WILMINGTON, DE

Arbitron Rank/Pop (12+): 77/466,400

MSA Rank/Pop: 89/563,400
Philadelphia ADI
Average Person Ratings: 18.3
Market TSL: 24.0 Hours

Stations: 33/9
Diaries: 890/524:1/49.9%
Sample Target: 840
% Below Line: 57.2%
% Not Listed: 12.7%

1988 Revenue: $9,900,000
HH/ Inc: $37,889
Retail $: 4.1 Bil
Pop per Station: 51,822
#1 Biller: WJBR A/F $3,500,000

12+ METRO			1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1.	WMMR-F	(AOR)	83/ 9.7	7.3	6.9	9.9	9.4	8.5	89/ 1034	977/20.9	18.4	22.3	106				WMMR-F
2.	WSTW-F	(CHR)	78/ 9.1	10.5	8.2	10.0	9.8	9.5	88/ 1405	1212/26.0	22.5	23.7	115				WSTW-F
3.	WJBR-F	(AC)	75/ 8.8	10.0	11.1	9.4	7.2	9.8	85/ 994	854/18.3	19.2	16.8	124				WJBR-F
4.	WUSL-F	(B/U)	62/ 7.3	7.3	9.0	7.5	6.5	7.8	75/ 742	616/13.2	12.2	13.2	82				WUSL-F
5.	WDEL	(MOR)	53/ 6.2	6.5	4.1	7.5	5.9	6.1	53/ 615	605/13.0	12.1	14.4	42				WDEL
6.	WEGX-F	(CHR)	39/ 4.6	3.8	4.0	1.5	1.3	3.5	41/ 649	632/13.6	11.2	5.2	61				WEGX-F
7.	WEAZ-F	(EZ)	33/ 3.9	4.5	3.8	7.1	6.4	4.8	35/ 488	438/ 9.4	8.9	13.6	87				WEAZ-F
8.	WYSP-F	(AOR)	32/ 3.8	4.7	3.2	3.9	4.2	3.9	36/ 765	689/14.8	12.9	12.4	95				WYSP-F
9.	WKSZ-F	(AC)	31/ 3.6	4.6	4.1	4.4	5.1	4.2	31/ 582	541/11.6	10.7	13.2	156				WKSZ-F
	WXTU-F	(C)	31/ 3.6	3.2	3.2	3.4	2.1	3.1	34/ 492	455/ 9.8	7.3	4.5	114				WXTU-F
11.	WILM	(N/T)	29/ 3.4	3.6	3.5	2.5	3.5	3.3	29/ 440	440/ 9.4	9.8	10.8	50				WILM
12.																	
13.																	
14.																	
15.																	

12+ FM SHARE (METRO): 82.68% (616 of 745) (FAL 87: 84.21%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WEGX-F>>	1. WMMR-F>	1. WMMR-F	1. WJBR-F	1. WJBR-F<	1. WDEL<	1. WSTW-F	1. WSTW-F	1. WMMR-F	1. WUSL-F>	1. WDEL
2. WUSL-F	2. WSTW-F	2. WSTW-F	WSTW-F<	2. WSTW-F<	2. WJBR-F>	2. WMMR-F	2. WJBR-F<	2. WSTW-F<	2. WMMR-F	2. WJBR-F<
3. WSTW-F	3. WUSL-F>	3. WJBR-F	3. WMMR-F>	3. WMMR-F>	3. WEAZ-F<	3. WJBR-F	3. WMMR-F>>	3. WJBR-F	3. WEGX-F	3. WUSL-F>
4. WMMR-F	4. WYSP-F	4. WUSL-F>	4. WUSL-F	4. WUSL-F	4. WILM	4. WDEL	4. WEAZ-F	4. WUSL-F	4. WDEL	4.
5.	5. WJBR-F	5.	5. WKSZ-F	5. WKSZ-F	5. WSTW-F	5. WYSP-F	5. WUSL-F	5. WDEL	5. WSTW-F<	5.
6.	6.	6.	6.	6.	6.	6.	6.	6.	6. WJBR-F	6.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WUSL-F>	1. WUSL-F	1. WSTW-F	1. WSTW-F	1. WJBR-F	1. WMMR-F>>	1. WMMR-F>>	1. WMMR-F>>	1. WMMR-F>>	1. WMMR-F>>
2. WSTW-F	2. WSTW-F>	2. WJBR-F	2. WJBR-F	2. WSTW-F>	2. WSTW-F	2. WSTW-F	2. WSTW-F	2. WSTW-F	2. WSTW-F
3. WMMR-F>	3. WJBR-F	3. WUSL-F>	3. WUSL-F>	3. WUSL-F	3. WYSP-F>	3. WYSP-F>	3. WYSP-F>	3. WYSP-F	3. WJBR-F
4. WJBR-F	4. WMMR-F>	4. WMMR-F	4. WMMR-F	4. WKSZ-F	4. WUSL-F	4. WUSL-F>	4. WDAS-F	4. WJBR-F	4. WYSP-F
WDAS-F	5.	5. WIOQ-F	5. WKSZ-F	5.	5.	5.	WUSL-F	5. WUSL-F	5. WXTU-F

FORMATS	AM	FM	TOTAL	%	FAL 87 %
TOP 40/CHR/CONTEMP		127 (3)	127 (3)	17.0	15.9
AOR/CLASSIC		119 (3)	119 (3)	16.0	11.8
AC/OLDIES/SOFT ROCK	5 (2)	149 (7)	154 (9)	20.7	25.3
MOR/VARIETY/FULL	53 (1)		53 (1)	7.1	5.0
COUNTRY	4 (1)	60 (3)	64 (4)	8.6	11.1
BLACK/URBAN		81 (2)	81 (2)	10.9	14.2
BTFL/EZ		33 (1)	33 (1)	4.4	4.3
NEWS/TALK	50 (4)	23 (1)	73 (5)	9.8	8.7
NOSTALGIA	13 (1)		13 (1)	1.7	1.0
RELIGION/GOSPEL					
SPANISH					
CLASSICAL		13 (1)	13 (1)	1.7	1.3
JAZZ/NEW AGE					
OTHERS/UNKNOWN	4 (1)	11 (2)	15 (3)	2.0	1.4
			745 (33)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAMS	1380	Wilmington	.5/2.8
WDSD-F	94.7	Dover	1.1/2.9
WJBR	1290	Wilmington	.1/1.2
WNNN-F	101.7	Canton	.5/1.1
WNRK	1260	Newark	.5/2.4
KYW	1060	Philadelphia	.5/3.9
WBSB-F	104.3	Baltimore	1.2/3.1
WBSS-F	97.3	Millville	.8/1.8
WCAU	1210	Philadelphia	.8/3.2
WDAS-F	105.3	Philadelphia	2.2/3.2
WFIL	560	Philadelphia	.5/1.3
WFLN-F	95.7	Philadelphia	1.5/5.5
WIOQ-F	102.1	Philadelphia	1.4/4.4
WIP	610	Philadelphia	1.2/4.3
WIYY-F	97.9	Baltimore	.5/1.8
WMGK-F	102.9	Philadelphia	.7/3.6
WOGL-F	98.1	Philadelphia	2.0/6.3
WPEN	950	Philadelphia	1.5/3.6
WPOC-F	93.1	Baltimore	2.3/4.0
WQSR-F	105.7	Cantonsville	.6/1.7
WNSI-F	104.5	Philadelphia	.4/3.3
WWDB-F	96.5	Philadelphia	2.7/4.5

RADIO STATIONS

WAMS, 1380, 5 KW/1 KW (DA-2) , COUNTRY	ABC-D, $ 19.00 (K & P)		Steve Courtin	
WDEL, 1150, 5 KW (DA-2) , MOR	NBC,APR, $ 38.00 (Eastman)		Robert Taylor	
WILM, 1450, 1 KW , NEWS/TALK	MBS,CBS, $ 30.00 (Savalli)		Sally Hawkins	
WJBR, 1290, 2.5 KW/500 W(DA-2), AC	APR, $ NA (Katz)	CRB	Chris Walus	
WJBR-F, 99.5, 50 KW @ 500, AC	APR, $ 60.00 (Katz)	CRB	Chris Walus	
WSTW-F, 93.7, 50 KW @ 460, CHR	, $ 67.00 (Eastman)		Robert Taylor	
WDSD-F, 94.7, 50 KW @ 400, COUNTRY	, $ 24.00 (K & P)	Hartstone-Dickstein	Tom Barney	(DOVER)

WORCESTER

Arbitron Rank/Pop (12+): 101/343,900

MSA Rank/Pop: 111/411,100
Boston ADI
Average Person Ratings: 18.1
Market TSL: 23.8 Hours

Stations: 28/8
Diaries: 750/459:1/45.8%
Sample Target: 740
% Below Line: 38.6%
% Not Listed: 12.2%

1988 Revenue: $12,000,000
HH Inc.: $36,180
Retail $: 3.5 Bil
Pop per Station: 42,988
#1 Biller: WAAF-F $4,400,000

12+ METRO	1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4 BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. WSRS-F (EZ)	86/13.8	12.7	13.0	13.6	11.3		129/1337	844/24.5	25.5	24.7	120				WSRS-F
2. WAAF-F (AOR)	75/12.1	12.5	10.9	14.1	13.1		152/1686	891/25.9	25.9	25.6	79				WAAF-F
3. WTAG (MOR)	53/ 8.5	7.5	9.8	10.7	9.7		62/ 777	712/20.7	19.7	22.9	86				WTAG
4. WZOU-F (CHR)	48/ 7.7	6.1	6.7	4.9	2.5		61/ 993	648/18.8	15.9	14.0	66				WZOU-F
5. WXLO-F (AC)	34/ 5.5	6.4	7.4	5.3	6.1		52/ 789	513/14.9	13.7	13.5	120				WXLO-F
6. WBZ (MOR)	29/ 4.7	3.2	5.4	4.1	3.9		73/ 847	368/10.7	8.7	13.9	115				WBZ
7. WODS-F (O)	28/ 4.5	5.5	3.6	.3	.5		50/ 708	444/12.9	13.0	8.8	140				WODS-F
8. WNEB (BB)	26/ 4.2	3.8	4.7	3.7	5.6		27/ 357	319/ 9.3	8.9	10.4	21				WNEB
9. WZLX-F (AOR)	21/ 3.4	2.5	2.2	2.6	3.0		28/ 430	281/ 8.2	6.0	7.0	129				WZLX-F
10. WROR-F (AC)	19/ 3.1	2.7	3.8	3.2	3.8		25/ 530	341/ 9.9	9.7	11.3	142				WROR-F
11. WBCN-F (AOR)	17/ 2.7	2.0	3.6	4.1	3.2		27/ 468	292/ 8.5	6.9	9.2	141				WBSN-F
12. WFTQ (AC)	16/ 2.6	5.2	2.9	4.6	4.1		17/ 268	257/ 7.5	13.4	8.9	169				WFTQ

12+ FM SHARE (METRO): 71.98% (393 OF 546) (FAL 87: 69.32%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WAAF-F	1. WAAF-F>>	1. WAAF-F	1. WSRS-F>	1. WSRS-F>	1. WSRS-F>	1. WSRS-F	1. WSRS-F	1. WSRS-F	1. WTAG	1. WBZ >>
2. WZOU-F>>	2. WZOU-F	2. WSRS-F	2. WAAF-F	2. WAAF-F	2. WTAG >>	2. WTAG	2. WAAF-F>	2. WAAF-F	2. WAAF-F	2. WTAG >
3.	3. WXLO-F	3. WZOU-F	3. WXLO-F	3. WTAG	3. WBZ	3. WAAF-F>>	3. WTAG	3. WZOU-F>	3. WSRS-F	3. WSRS-F
4.	4. WZLX-F	4. WXLO-F	4. WTAG	4. WXLO-F	4. WNEB	4. WXLO-F	WZOU-F	4. WXLO-F	4. WZOU-F	4.
5.	5. WBCN-F	5. WODS-F	WODS-F	5. WODS-F	5.	5. WBZ	5. WXLO-F	5. WODS-F<	5. WBZ	5.
	WODS-F							6. WTAG		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WZOU-F	1. WZOU-F	1. WXLO-F	1. WSRS-F<	1. WSRS-F>>	1. WAAF-F>>	1. WAAF-F>>	1. WAAF-F>>	1. WAAF-F>>	1. WSRS-F
2. WAAF-F	2. WAAF-F	2. WAAF-F	2. WZOU-F	2. WTAG	2. WZLX-F	2. WZLX-F	2. WBCN-F	2. WSRS-F	2. WAAF-F>
3. WXLO-F>>	3. WXLO-F>>	WSRS-F	3. WAAF-F	3. WODS-F	3. WZOU-F	3. WBCN-F	WZLX-F	3. WZLX-F	3. WTAG
4. WHJY-F	4. WSRS-F	4. WODS-F	4. WXLO-F	4. WXLO-F	4. WODS-F	WZOU-F	4. WZOU-F	4. WXLO-F	WXLO-F
5.	5. WODS-F	WZLX-F	5.	WZOU-F	5. WBCN-F	5. WODS-F	5. WXLO-F	WBCN-F	5.
		WZOU-F						WODS-F	

FORMATS	AM	FM	TOTAL	%	FAL 87 %
TOP 40/CHR/CONTEMP		59 (3)	59 (3)	10.8	10.2
AOR/CLASSIC		119 (4)	119 (4)	21.9	18.3
AC/OLDIES/SOFT ROCK	16 (1)	96 (6)	112 (7)	19.5	24.0
MOR/VARIETY/FULL	89 (4)		89 (4)	16.4	16.3
COUNTRY	12 (1)	17 (2)	29 (3)	5.3	5.2
BLACK/URBAN					
BTFL MUSIC/EZ		97 (3)	97 (3)	17.8	16.5
NEWS/TALK	8 (1)		8 (1)	1.%	2.2
NOSTALGIA	26 (1)	2 (1)	28 (2)	5.1	5.0
RELIGION/GOSPEL					
SPANISH					
CLASSICAL		3 (1)	3 (1)	0.6	1.5
JAZZ/NEW AGE					
OTHERS/UNKNOWN					0.9
	151 (8)	393 (20)	544 (28)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WGFP	940	Webster	.3/1.5
WORC	1310	Worcester	1.9/6.8
WBOS-F	92.9	Brookline	1.1/3.0
WCRB-F	102.5	Waltham	.5/3.6
WESO	970	Southbridge	.8/1.6
WHJY-F	94.1	Providence	1.0/2.7
WJIB-F	96.9	Boston	1.3/4.4
WLKW-F	101.5	Providence	.5/2.6
WMJX-F	106.7	Boston	1.1/4.5
WPLM-F	99.1	Plymouth	.3/1.7
WPRO-F	92.3	Providence	.3/2.7
WQVR-F	100.1	Southbridge	1.6/4.1
WRKO	680	Boston	1.3/2.9
WSSH-F	99.5	Lowell	.5/4.4
WVBF-F	105.7	Framingham	.8/2.6
WXKS-F	107.9	Medford	1.4/7.7

RADIO STATIONS

WAAV, 980, 5 KW	, MOR/TALK	NBC,$ 12.00	(Katz)	Cape Fear	
WBMS, 1340, 1 KW	, BLACK	NBC,$ 10.00	(Roslin)		
WMFD, 630, 1 KW (DA-2)	, OLDIES	MBS,CBS,$ 11.00	(Banner)		
WWIL, 1490, 1 KW	, BLACK	SBN,$ 9.00	(---)		
WGNI-F, 102.7, 100 KW @ 981, AC		,$ 30.00	(Katz)	Cape Fear	
WHSL-F, 97.3, 100 KW @ 560, CHR		ABC-F,$ 25.00	(Banner)		
WWQQ-F, 100.9, 2.6 KW @ 347, COUNTRY		ABC-D,$ 20.00	(---)	HVS	
WSFM-F, 107.1, 3 KW @ 300, AOR		,$ 13.00	(HNWH)		(SOUTHPORT)
WVBS-F, 99.9, 100 KW @ 480, BLACK/URBAN		MBS,$ 20.00	(Christal)	Jones-Eastern	(BURGAW)
WDZD-F, 93.5, 3 KW @ 300, COUNTRY		MBS,$ 11.00	(---)		(SHALLOTTE)

YORK

Arbitron Rank/Pop (12+): 104/334,700

MSA Rank/Pop: 114/404,100
ADI #46 (w/Harrisburg & Lancaster)
Average Person Ratings: 16.9
Market TSL: 22.3 Hours

Stations: 30/11
Diaries: 747/448:1/66.3%
Sample Target: 730
% Below Line: 42.9%
% Not Listed: 12.4%

1988 Revenue: $11,700,000
HH Inc.: $31,680
Retail $: 2.3 Bil
Pop per Station: 30,427
#1 Biller: NA

12+ METRO	1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4 BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. WYCR-F (CHR)	68/12.1	9.2	11.0	8.2	7.2	10.1	92/1429	824/24.6	24.4	17.8	92				WYCR-F
2. WRKZ-F (C)	52/ 9.2	8.5	11.5	8.7	9.6	9.5	145/1757	572/17.1	19.7	16.1	111				WRKZ-F
3. WARM-F (AC)	49/ 8.7	10.4	8.6	10.2	12.1	9.5	119/1561	586/17.5	18.7	21.3	131				WARM-F
4. WNCE-F (EZ)	43/ 7.6	6.4	8.4	8.3	7.4	7.7	158/1902	584/17.4	13.7	14.5	79				WNCE-F
5. WQXA-F (CHR)	36/ 6.4	13.2	8.0	8.3	10.1	9.0	95/1793	664/19.8	24.2	23.9	75				WQXA-F
WSBA (MOR)	36/ 6.4	7.7	10.6	7.8	7.2	8.1	48/ 803	588/17.6	18.3	19.4	75				WSBA
7. WGRX-F (AOR)	31/ 5.5	4.5	5.6	3.2	3.9	4.7	38/ 613	371/11.1	9.7	9.1	115				WGRX-F
8. WNNK-F (CHR)	18/ 3.2	2.1	2.3	4.2	2.9	3.0	196/2418	282/ 8.4	9.1	8.1	103				WNNK-F
WGTY-F (C)	18/ 3.2	4.7	2.1	5.9	5.5	4.0	19/ 279	257/ 7.7	6.8	8.4	150				WGTY-F
10. WHTF-F (AOR)	16/ 2.8	4.5	4.4	4.0	2.4	3.9	65/1055	205/ 6.1	9.8	7.7	107				WHTF-F

12+ FM SHARE (METRO): 85.22% (421 OF 494) (FAL 87: 84.38%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WYCR-F>>	1. WYCR-F	1. WYCR-F	1. WARM-F	1. WARM-F<	1. WNCE-F	1. WARM-F	1. WARM-F<	1. WYCR-F>	1. WYCR-F>	1. WRKZ-F
2. WQXA-F>>	2. WGRX-F	2. WARM-F	2. WYCR-F	2. WYCR-F	2. WSBA <	2. WSBA <	2. WNCE-F	2. WRKZ-F	2. WRKZ-F	2. WGRX-F
3.	3. WARM-F	3. WRKZ-F	3. WRKZ-F	3. WRKZ-F>	WRKZ-F	3. WYCR-F	3. WYCR-F	3. WNCE-F	3. WQXA-F	3. WSBA
4.	WRKZ-F	4. WGRX-F	4. WGRX-F	4. WGRX-F	4. WARM-F	4. WRKZ-F	4. WRKZ-F	4. WARM-F	4. WARM-F	4. WARM-F
5.	5. WQXA-F	5. WQXA-F	5. WNCE-F	5. WNCE	5. WYCR-F	5. WNCE-F	5. WQXA-F	5. WQXA-F	5. WGRX-F	5.
						WGRX-F	WGRX-F			

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WRKZ-F	1. WYCR-F	1. WYCR-F	1. WARM-F	1. WARM-F
2. WYCR-F	2. WARM-F	2. WARM-F>	2. WYCR-F	2. WYCR-F
3. WQXA-F	3. WRKZ-F>	3. WRKZ-F	3. WRKZ-F>	3. WRKZ-F
WNNK-F	4. WQXA-F	4. WQXA-F	4. WQXA-F	4. WNCE-F
WGRX-F	WGRX-F	WDAC-F	5.	5. WGTY-F
		WGRX-F		WQXA-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WYCR-F>	1. WGRX-F	1. WGRX-F>>	1. WYCR-F	1. WRKZ-F
2. WQXA-F>	2. WYCR-F>	2. WYCR-F	2. WGRX-F	2. WYCR-F
3. WHTF-F	3. WQXA-F	WNNK-F	3. WRKZ-F	3. WGRX-F
WTPA-F	4. WHTF-F	WRKZ-F	4. WARM-F	4. WARM-F
WGRX-F	WTPA-F	5.	WHTF-F	5.

FORMATS	AM	FM	TOTAL	%	FAL 87 %
TOP 40/CHR/CONTEMP		131 (5)	131 (5)	26.5	24.3
AOR/CLASSIC		65 (4)	65 (4)	13.2	10.3
AC/OLDIES/SOFT ROCK		57 (3)	57 (3)	11.5	13.8
MOR/VARIETY/FULL	57 (4)		57 (4)	11.5	13.0
COUNTRY		86 (4)	86 (4)	17.4	20.3
BLACK/URBAN		3 (1)	3 (1)	0.6	1.6
BTFL MUSIC/EZ		64 (4)	64 (4)	13.0	11.0
NEWS/TALK	5 (1)		5 (1)	1.0	0.6
NOSTALGIA	8 (1)	-	8 (1)	1.6	2.0
RELIGION/GOSPEL		13 (1)	13 (1)	2.6	0.8
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
OTHERS/UNKNOWN	3 (1)	2 (1)	5 (2)	1.0	2.2
	73 (7)	421 (23)	494 (30)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WGCB-F	96.1	Red Lion	.4/2.3
WGET	1320	Gettysburg	2.3/5.6
WHVR	1280	Hanover	.5/3.7
WOYK	1350	York	1.4/4.5
WXKU	1250	York	.5/1.9
WDAC-F	94.5	Lancaster	2.3/4.1
WHP	580	Harrisburg	.9/2.3
WIMX-F	99.3	Harrisburg	.9/3.4
WIOV-F	105.1	Ephrata	1.1/4.4
WLAN-F	96.9	Lancaster	.7/4.6
WTPA-F	93.5	Mechanicsburg	2.5/4.8
WBAL	1090	Baltimore	.9/4.2
WBSB-F	104.3	Baltimore	.9/2.4
WFRE-F	99.9	Frederick	1.4/3.8
WIYY-F	97.9	Baltimore	.7/3.6
WLIF-F	101.9	Baltimore	.5/1.9
WPOC-F	93.1	Baltimore	1.8/5.0
WWMD-F	104.7	Hagerstown	1.8/2.6
WWMX-F	106.5	Baltimore	.5/1.6
WXYV-F	102.7	Baltimore	.5/2.1

RADIO STATIONS

WOYK, 1350,	5 KW/1 KW (DA-2)	, NOSTALGIA	MBS,$ 14.00	(Banner)	
WSBA, 910,	5 KW/1 KW (DA-2)	, MOR	,$ 49.00	(Eastman)	Susquehanna
WXKU, 1250,	1 KW (DAYS)	, COUNTRY	ABC-I,$ 13.00	(Katz)	
WARM-F, 103.3,	6 KW @ 1310,	AC	,$ 60.00	(Eastman)	Susquehanna
WHTF-F, 92.7,	3 KW @ 300,	AOR	SOURCE,$ 36.00	(Banner)	
WGTY-F, 107.7,	10 KW @ 350,	COUNTRY	MBS,$ 19.00	(---)	(GETTYSBURG)
WQXA-F, 105.7,	50 KW @ 500,	CHR	ABC-C,$ 56.00	(Katz)	
WYCR-F, 98.5,	11 KW @ 930,	CHR	,$ 30.00	(HNWH)	

Other ranked stations - See Harrisburg, Lancaster or Baltimore

YOUNGSTOWN

Arbitron Rank/Pop (12+): 81/422,000

MSA Rank/Pop: 97/506,100
ADI #90
Average Person Ratings: 17.2
Market TSL: 22.5 Hours

Stations: 25/15
Diaries: 915/461:1/55.4%
Sample Target: 850
% Below Line: 9.9%
% Not Listed: 10.0%

1988 Revenue: $11,600,000
HH Inc.: $31,666
Retail $: 3.1 Bil
Pop per Station: 28,133
#1 Biller: WHOT A/F $2,800,000

12+ METRO		1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4 BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. WHOT A/F	(CHR)	102/14.0	14.7	16.1	17.1	16.8	15.5	181/2489	1514/35.9	42.9	38.5	99	16.8	115	1495	WHOT A/F
2. WKBN	(MOR)	77/10.6	9.0	9.2	11.8	9.3	10.2	87/1209	929/22.0	20.4	20.9	50	6.6	48	759	WKBN
3. WKBN-F	(EZ)	69/ 9.5	7.8	9.3	10.6	8.6	9.3	96/1426	961/22.8	19.8	19.5	84	7.3	53	573	WKBN-F
WQXK-F	(C)	69/ 9.5	8.2	10.9	7.8	8.6	9.1	130/1242	683/16.2	17.6	15.8	111	7.5	54	576	WQXK-F
5. WBBG-F	(O)	53/ 7.3	7.6	2.0	2.7	3.5	4.9	75/ 894	660/15.6	6.3	8.1	152	9.7	70	550	WBBG-F
6. WYFM-F	(AC)	48/ 6.6	7.2	9.8	10.1	9.0	8.4	92/1349	818/19.4	22.1	20.2	164	8.6	62	676	WYFM-F
7. WNCD-F	(A)	39/ 5.4	9.4	3.5	---	---	4.6	43/ 660	573/13.6	7.4	---	113	10.7	77	728	WNCD-F
8. WBBW	(N/T)	38/ 5.2	5.3	5.5	5.5	5.7	5.4	39/ 616	594/14.1	12.3	13.5	42	2.8	20	378	WBBW
9. WMGZ-F	(CHR)	31/ 4.3	2.5	5.3	3.9	4.2	4.0	49/ 758	475/11.3	14.1	10.3	109	3.3	24	536	WMGZ-F
10. WFMJ	(BB)	25/ 3.4	3.2	3.2	1.8	3.4	2.9	25/ 491	450/10.7	9.8	11.0	41	4.3	31	463	WFMJ

12+ FM SHARE (METRO): 74.46% (487 OF 654) (FAL 87: 68.91%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WHOT-AF>>	1. WHOT-AF>	1. WHOT-AF>	1. WHOT-AF	1. WHOT-AF	1. WKBN	1. WHOT-AF>	1. WKBN	1. WHOT-AF>	1. WHOT-F>	1. WKBN <
2.	2. WNCD-F	2. WBBG-F	2. WBBG-F	2. WBBG-F<	2. WKBN-F<	2. WKBN	2. WKBN-F	2. WKBN <	2. WKBN	2. WQXK-F
3.	3. WYFM-F	3. WYFM-F	3. WYFM-F	3. WYFM-F<	3. WQXK-F>	3. WQXK-F	3. WHOT-AF	3. WKBN-F	3. WQXK-F	3. WBBG-F
4.	4. WMGZ-F	4. WNCD-F	4. WQXK-F	4. WQXK-F	4. WBBW	4. WYMF-F<	4. WQXK-F	4. WQXK-F	4. WKBN-F	WHOT-F
5.	5. WBBG-F	WQXK-F	5. WKBN-F	5. WKBN-F	5. WBBG-F	5. WKBN-F	5. WBBG-F	5. WBBG-F	WMGZ-F>	5. WFMJ
									6. WBBG-F	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WHOT-AF>>	1. WHOT-AF>	1. WHOT-AF>	1. WHOT-AF>	1. WHOT-AF>	1. WNCD-F>	1. WNCD-F	1. WNCD-F	1. WBBG-F	1. WQXK-F
2. WMGZ-F	2. WMGZ-F>	2. WMGZ-F	2. WYFM-F	2. WYFM-F	2. WHOT-AF	2. WHOT-AF>	2. WHOT-AF	2. WNCD-F	2. WBBG-F
3. WNCD-F	3. WYFM-F	3. WYFM-F>	3. WBBG-F	3. WBBG-F	3. WBBG-F	3. WYFM-F	3. WYFM-F>	3. WHOT-AF	3. WHOT-AF
WKBN-F	4. WBBG-F	4. WBBG-F	4. WMGZ-F	WKBN-F	4. WQXK-F	4. WBBG-F	4. WBBG-F	4. WQXK-F	4. WNCD-F
5.	5. WKBN-F	5. WQXK-F	5. WKBN-F	5. WQXK-F	WYFM-F	5. WQXK-F	WKBN	5. WYFM-F	WYFM-F
				6. WMGZ-F					

FORMATS	AM	FM	TOTAL	%	FAL 87 %
TOP 40/CHR/CONTEMP	5 (1)	142 (4)	147 (5)	22.5	25.1
AOR/CLASSIC		65 (4)	65 (4)	9.9	7.4
AC/OLDIES/SOFT ROCK		104 (3)	104 (3)	15.9	15.5
MOR/VARIETY/FULL	91 (2)		91 (2)	13.9	14.3
COUNTRY		69 (1)	69 (1)	10.6	11.5
BLACK/URBAN		8 (1)	8 (1)	1.2	1.0
BTFL MUSIC/EZ		74 (2)	74 (2)	11.3	9.5
NEWS/TALK	38 (1)	12 (1)	50 (2)	7.6	9.2
NOSTALGIA	25 (1)		25 (1)	3.8	3.7
RELIGION/GOSPEL	8 (1)	4 (1)	12 (2)	1.8	1.9
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
OTHERS/UNKNOWN		9 (2)	9 (2)	1.4	0.7
	167 (6)	487 (19)	654 (25)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WGFT	1500	Youngstown	1.1/2.4
WRKU-F	95.1	Grove City	.8/2.9
WRRO	1440	Warren	1.9/7.5
WWIZ-F	103.9	Mercer	.4/1.9
WDOK-F	102.1	Cleveland	.7/1.5
WDVE-F	102.5	Pittsburgh	1.0/3.0
WKDD-F	96.5	Akron	.7/1.7
WMJI-F	105.7	Cleveland	.4/2.5
WMMS-F	100.7	Cleveland	2.2/5.8
WNIR-F	100.1	Kent	1.7/2.4
WONE-F	97.5	Akron	.4/1.8
WPHR-F	107.9	Cleveland	1.2/5.0
WTOF-F	98.1	Canton	.6/2.6
WZAK-F	93.1	Cleveland	1.1/1.8

RADIO STATIONS

WBBW, 1240, 1 KW	, TALK	ABC-T,ABC-E,$ 30.00	(Christal)	Hartstone-Dickstein	
WFMJ, 1390, 5 KW (DA-N)	, NOSTALGIA	NBC,$ 19.00	(Unirep)		
WHOT, 1330, 500 W/1 KW (DA-2)	, CHR	,$ NA	(Eastman)	Myron Jones	
WKBN, 570, 5 KW (DA-N)	, MOR	CBS,$ 39.00	(Katz)		
WRRO, 1400, 5 KW (DA-N)	, MOR	ABC-I,$ 14.00	(Regional)		(WARREN)
WHOT-F, 101.1, 16 KW @ 710	, CHR	,$ 65.00	(Eastman)	Myron Jones	
WKBN-F, 98.9, 5 KW @ 1370	, BTFL/EZ	,$ 48.00	(Katz)		
WMGZ-F, 95.9, 3 KW @ 165	, CHR	,$ 23.00	(K & P)		(SHARPSVILLE, PA)
WBBG-F, 93.3, 50 KW @ 280	, SOFT AC	MBS,$ 25.00	(---)	Hartstone-Dickstein	
WQXK-F, 105.1, 88 KW @ 430	, COUNTRY	ABC-D,$ 40.00	(Mc-Guild)	Lincoln	
WYFM-F, 102.9, 26 KW @ 455	, AC	ABC-C,$ 38.00	(Durpetti)	Regional	(SHARON, PA)
WNCD-F, 106.1, 3 KW @ 300	, AOR	,$ NA	(Torbet)		(NILES)

MISCELLANEOUS COMMENTS WQOD changes calls to WBBG and format from Soft AC to Oldies (June)...

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